OCTOBER 19, 1953

TECHNOLOGY DEPT,

35c PER COPY

BROADCASTING TELECASTING

Detroit Public Library
Technology Dept
96 Putman Dr
Detroit 2 Michigan

N1143
A 10D

Dec53 H-

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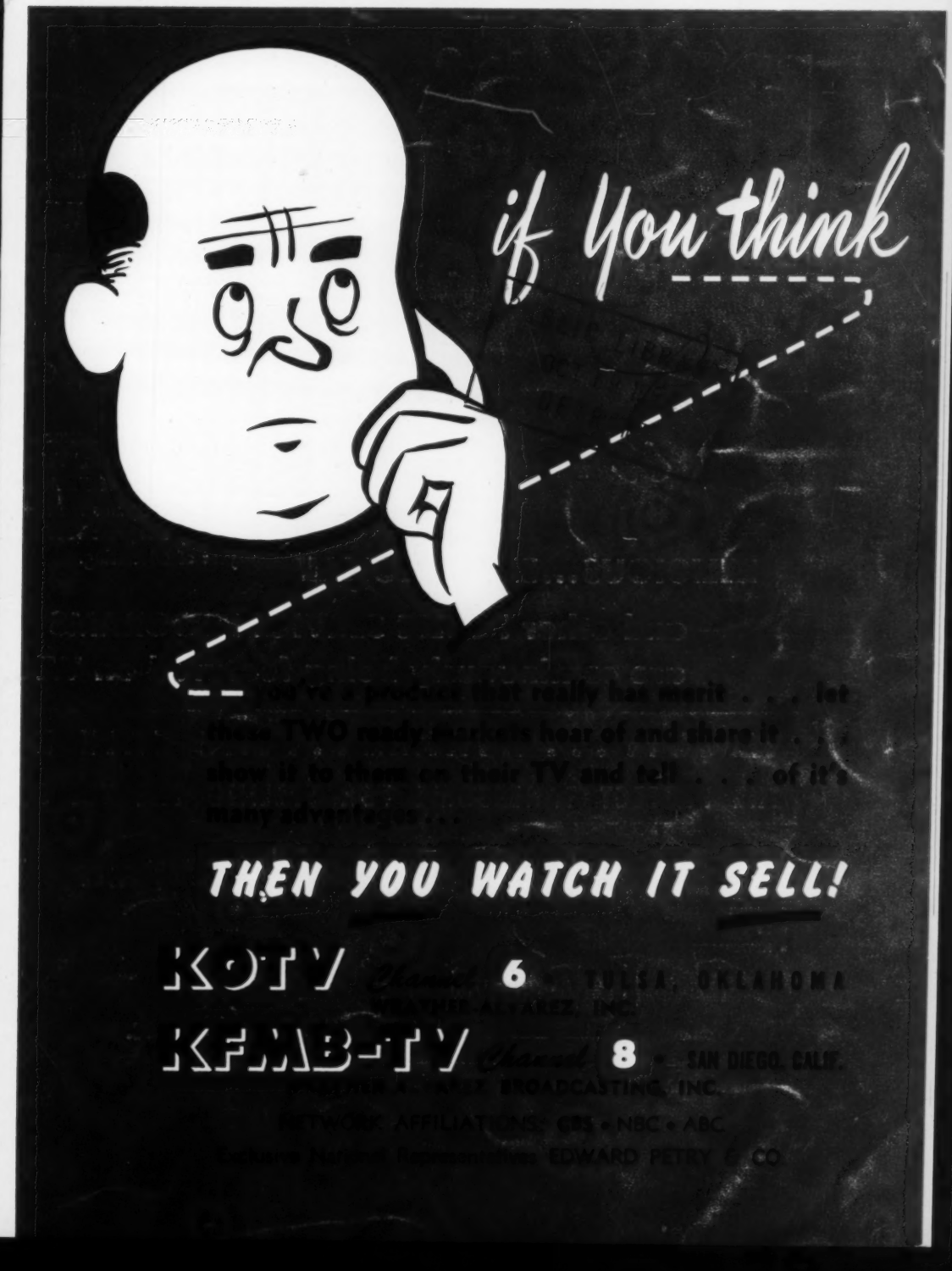
23RD year

THE NEWSWEEKLY OF RADIO AND TV


if You think
THEN YOU WATCH IT SELL!
KOTV Channel 6 • TULSA, OKLAHOMA
KFMB-TV Channel 8 • SAN DIEGO, CALIF.
NETWORK AFFILIATIONS: CBS • NBC • ABC

ERIE...
PENNSYLVANIA'S THIRD CITY

WHERE

PUBLIC SERVICE

REALLY MEANS SOMETHING

SERVED AND SOLD

by **WICU TV**

NO. 1
OF A SERIES

1st PREFERENCE

Here Program Director Don Lick, is shown conducting a religious "Television Work Shop" for the ministers of Erie's religious faiths. Public Service Programs are always given first preference by this great VHF station now in its fourth year of telecasting.

RELIGIOUS...EDUCATIONAL

and other PUBLIC SERVICE PROGRAMS are continuously being featured on WICU TV

WICU TV . . . WIKK AM . . . THE ERIE DISPATCH

THE PERFECT THREESOME FOR SELLING THE TRI STATE MARKET

* RADIO
* TV
* NEWSPAPER

EDWARD LAMB *Enterprises* INC.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

WHOO—Orlando, Florida
Avery-Knodel

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WHIM

a peach of a station!

we've been called a

peach before, but

never right to our face . . .

KNIGHT FARM

Cold Storage — Sales Room

Phone: CEntervale 1-0877

ROUTE 116 · GREENVILLE · RHODE ISLAND

September 26, 1953

Radio Station WHIM
144 Westminster Street
Providence 3, Rhode Island

Gentlemen:

Until we started advertising our peaches on WHIM, our biggest day's business, on a Sunday, had been a little over $2100.00. Even $1800.00 had been considered a very good Sunday's business.

The first Sunday after we started using WHIM, our sales on peaches hit over $2700.00 ---- $600.00 above our previous record. No mention of price for the peaches had been made on the radio during that week -- only the quality and abundance was stressed.

The following Sunday we were busier, and sold even more peaches -- well over eleven hundred bushels during the two-week period ---- all at retail!

Since we have used both radio and newspaper before -- and we still are -- we attribute this substantial increase in our dollar volume to our campaign on WHIM. We'll be looking forward to doing business with you for a long time to come.

Best regards,

KNIGHT FARM

Edwin J. Knight

EJK:lr

WHIM *PROVIDENCE, R. I. Represented by* **HEADLEY-REED**

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Housewives and Advertisers
love Cosmopolitan Kitchen

WDEL·TV

CHANNEL 12

Wilmington, Delaware

Advertisers find Nancy Diehl's Cosmopolitan Kitchen a terrific sales producer. Thousands of enthusiastic buying housewives are loyal viewers—see the show, believe the commercial, buy the products advertised. Whether you buy WDEL-TV through participating spots on Cosmopolitan Kitchen, other vital diversified local programs, or top NBC and DuMont shows, you get enthusiastic sales response in this large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania:

	PER YEAR
Retail Sales	$1,054,410,000
Food Sales	263,997,000
General Merchandise Sales	54,272,000
Furniture, Household, Radio Sales	27,453,000
Drug Sales	56,225,000

Take advantage of this opportunity to increase your sales profitably, economically. Buy WDEL-TV.

In its Fifth Year of Operation

WDEL AM TV FM Steinman Station

Represented by **MEEKER**

NBC TV AFFILIATE

New York Chicago Los Angeles San Francisco

closed circuit®

TRANSACTION unique in business of broadcasting being finalized whereby Paul H. Raymer Co., pioneer station representation firm, absorbs newer O. L. Taylor Co. Taylor company would operate as separate entity, continuing under Ted Taylor's direction, and with Lloyd George Venard carrying on as president. Raymer and Taylor have largely non-competitive lists in both radio and tv. Transaction has capital gains aspect, but would permit expansion of both organizations and intensification of spot selling operations.

★ ★ ★

FCC'S NEWEST Commissioner—Robert E. Lee—intends spending next 60 days or so observing FCC operations. He plans to inspect every facet of FCC functioning down to most modest of its sections, hoping in that way to indoctrinate himself.

★ ★ ★

COMR. LEE wasn't aware that his recess appointment carried no pay until next session of Congress. He plans to borrow from his bank to keep his family (wife and three children) going until Congress convenes in January. As House Appropriations Committee's expert, he drew $11,500 (FCC job pays $15,000; seven-year term from June 30, 1953). Job he originally set his sights for — Assistant Comptroller General — would have paid $16,000 for 15-year term.

★ ★ ★

WHAT IS Comr. Lee's philosophy of regulation? He has told recent callers he believes in Jeffersonian doctrine: "He governs best who governs least." He doesn't believe FCC should concern itself unduly with programs or business operations, theorizing that broadcasters by dint of risk investments, experience and know-how, are best qualified to run their own affairs in public interest.

★ ★ ★

JOHN GIBBS AGENCY, N. Y., talent, producing and packaging firm, expects to expand shortly with additional key executive personnel. Willson (Bill) Tuttle, former president of United Television Programs, and before that vice president in charge of radio and television for Ruthrauff & Ryan, N. Y., slated to join Mr. Gibbs as a vice president. Other executive appointments are to follow.

★ ★ ★

CONTRARY to general belief, WSM Nashville is not wedded to idea of booster operation only for extension and fill-in of tv station signals; it plans to petition FCC this week for rule-making, will suggest booster and/or satellite stations as means of accomplishing the job. Booster stations are tied to one "mother" station; satellites can pick up several signals.

★ ★ ★

PLYMOUTH division of Chrysler Motors planning to launch co-op advertising plan across country for first time by asking Plymouth dealers their preferences among media, including television, radio, newspapers, outdoor and movie trailers, inquiring also as to specific stations, newspapers, etc. Advertising will start in January and will be placed through N. W. Ayer & Son, N. Y. Plymouth co-op advertising scheme follows pattern set previously by other Chrysler cars: DeSoto, Dodge and Chrysler.

★ ★ ★

EBULLIENT Eugene F. McDonald Jr., president of Zenith, is taking new tack in promotion of his Phonevision (box-office tv). He points out that Pennsylvania Turnpike, operating on toll basis, is doing land-office business but that "free" state roads are still operating. He's using this analogy to buttress argument that box-office tv can do well without disturbing "free" tv.

★ ★ ★

MAJOR food chain's practice of soliciting stations for block of free time in exchange for in-store displays has brought protest to Federal Trade Commission.

★ ★ ★

MOVE by manufacturers to adopt high-fidelity "seal" as means of checking livid hi-fi claims for shoddy radio-tv sets and sound gear was indefinitely stalled last week by small custom firms who fear big companies will profit from fast-growing market for realistic reproduction. As consequence, vast promotion put behind hi-fi may be wasted if phony advertising continues.

★ ★ ★

ABC RADIO officials reportedly negotiating with Norman Cash, general sales manager of Crosley Broadcasting Corp.'s WLWT (TV) Cincinnati, formerly NBC manager of radio station relations, for key post in ABC radio sales department.

★ ★ ★

WILLIAM T. LANE, former manager-part owner of WLTV (TV) (now WLWA [TV]) Atlanta, is returning to Syracuse in December to establish advertising and public relations agency. He formerly was vice president-general manager of WAGE there. Since leaving WLWA last March, he has been serving as consultant to television applicants and will continue in that capacity during early months of 1954.

★ ★ ★

EVEN though desire of industrial communication group to purloin part of 88-108 mc fm broadcast band is still only in gleam stage, educational interests are busy contacting legislative and regulatory agencies in effort to put out fire.

★ ★ ★

MAJORITY of post-thaw uhf-vhf tv stations must file answers today (Monday) to FCC inquiry as to their "progress" and network affiliation success [B•T, Sept. 28], but network and Radio - Electronics - Television Mfrs. Assn. reports already are in Commission hands. Virtually none of stations so far offer comment on their network situation, provide only statistics requested.

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Color tv demonstration for FCC goes off without hitch, and FCC Chairman Hyde infers that color approval by Christmas is possible. *Page 27.*

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When is an agency liable for bad debts in time and space? *Page 30.*

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New executives added in expansion of Gross-Krasne enterprises. *Page 31.*

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Uhf station operators band together in new trade association. *Page 32.*

Station Representatives Assn.'s managing director throws another barb in battle with networks over spot business. *Page 34.*

Manufacturers association committee opposes reduction of fm band. *Page 38.*

GOVERNMENT

Supreme Court will hear giveaway case, with oral arguments scheduled Dec. 10. *Page 44.*

FCC rules that hearing examiners may determine if an applicant for station can carry out his promises under his estimated budget. *Page 46.*

Legality of FCC's tv allocations is challenged in U. S. Court of Appeals. *Page 48.*

STATIONS

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Weekly round-up of new tv stations on the air and those with target dates in the next month. *Page 56.*

NETWORKS

CBS gets WBEN-AM-TV Buffalo from NBC, reviving speculation about further defections from NBC affiliate list. *Page 66.*

MANUFACTURING

David Sarnoff and Frank Folsom unload part of their RCA stock holdings. *Page 68.*

Major Armstrong demonstrates fm multiplexing system. *Page 72.*

FEATURES

Illustrations can make tv news more understandable than radio. *Page 78.*

How tv sold toys *after* Christmas. *Page 80.*

Radio keeps 'em down on the farm. *Page 82.*

Radio revival in Milwaukee. *Page 84.*

Simplicity in tv commercials pays off. *Page 86.*

FOR THE RECORD

TELESTATUS summary of tv stations on the air and their estimates of tv sets in coverage areas. *Page 115.*

Commencement-target dates of all tv grantees. *Page 118.*

SPOT SALES SOAR FOR STATIONS!

UP TO 75 SPOTS PER WEEK *SOLD* IN "HOUR OF STARS"

SELL-OUTS! COMPLETE SELL-OUTS IN NO TIME AT ALL!

LOOK AT THESE STATION SELL-OUTS!

ZIV's

WSAI CINCINNATI, OHIO

"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY ON FIRST AUDITIONS TO THESE ALERT ADVERTISERS . . .

- ALBERS SUPER MARKET
- JUMBO PEANUT BUTTER
- PEPSI-COLA
- HOTPOINT APPLIANCES (dealer)
- BAVARIAN BREWING CO.
- MR. MUSTARD
- WORTHMORE SOUP
- DORSEL'S FLOUR

All 8 Sponsors New to WSAI

KLMR LAMAR, COLORADO

"HOUR OF STARS" . . .

SOLD OUT!

75 SPOTS WEEKLY TO THIS GREAT GROUP OF SPONSORS . . .

- FLORA REXALL STORE
- MILNE INSURANCE CO.
- LAMAR LIGHT & POWER CO.
- PEERY ELECTRIC
- POWER'S FIRESTONE STORE
- CUT RATE GROCERY & MARKET
- DON WESTFALL CREDIT BUREAU
- MAIN CAFE
- MORANS HARDWARE STORE

Hour of Stars Creates New Business!

WDOV DOVER, DELAWA

"HOUR OF STARS" . . . .

SOLD OUT

75 SPOTS WEEKLY TO THIS GREAT GROUP OF ALERT SPONSORS . . .

- EMANUEL'S (ladies' ready to wear)
- DOVER HARDWARE
- PHILCO DEALER
- VOGUE SHOE SHOP
- DANNEMANS (Mill Remnants)
- NAP & SPENCE (Furniture)
- SANDERS JEWELER
- WESTERN AUTO STORE
- GENERAL ELECTRIC DEALERS
- HUBER BREAD

Hour of Stars Brings New Profits!

XUM

ST ow... The LOWEST Price... in History!

"HOUR OF STARS"

- KRESGE 5 & 10
- GENERAL MILLS FLOUR
- COLGATES VEL
- MAXWELL HOUSE COFFEE
- PERTUSSIN
- FLETCHER'S CASTORIA
- ZENITH TV
- 7-UP BOTTLING CO.
- FORD DEALER
- PONTIAC DEALER
- DODGE DEALER
- B-C HEADACHE POWDER
- HOOVER APPLIANCE DISTRIBUTORS
- BABBITT CLEANER
- NATIONAL PREMIUM BEER
- GENERAL ELECTRIC DEALERS

NATIONAL ADVERTISERS LIKE THESE:

ARE BUYING PARTICIPATION IN "THE HOUR OF STARS" ON FINE STATIONS LIKE THESE:

WING,	Dayton, Ohio
WSAZ,	Huntington, W. Va.
KSD,	St. Louis, Mo.
WFAA,	Dallas-Ft. Worth
WKOY,	Bluefield, W. Va.
WSPD,	Toledo, Ohio
WHOO,	Orlando, Fla.
WMC,	Memphis, Tenn.
WSDC,	Marine City, Mich.
KXYZ,	Houston, Texas

PULLING SPONSORS AND PROFITS FOR STATIONS IN OVER 300 MARKETS!

BE SURE YOUR MARKET, YOUR STATION IS IN THE MONEY

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

Things have changed in ARKANSAS, too!

Believe us, any resemblance between the colorful Arkansas of legend, and *today's* Arkansas, is entirely coincidental! In the last decade alone, the State has made almost unbelievable progress. *Effective Buying Income per family is 195.1% greater than ten years ago!**

There's a big new Arkansas radio station, too—50,000-watt KTHS in Little Rock, CBS, and the State's only Class 1-B Clear Channel station. KTHS gives *interference-free* daytime coverage of more than 3-¼ million people, including practically all of Arkansas. *Primary* daytime coverage exceeds one million people, more than 100,000 of whom do not receive primary daytime service from any other radio station!

Your Branham man will be glad to give you *all* the facts.

---

* Sales Management figures

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

CBS-TV Raises Basics To 41 in New Rate Card

NEW CBS-TV network rate card (No. 10) announced Friday, raising number of interconnected basic or "must buy" affiliates from 33 to 41 and also, in what was described as major rate change, providing 25% reduction in base rate for Sunday afternoon time by reclassifying Sunday 1-5 p.m. from Class A to Class B, latter rate being 75% of Class A.

Base hourly rate for minimum-buy network goes up from $35,920 to $43,595 with boost in number of stations involved. New ones on basic network are KTVH-TV Hutchinson, Kan.; KMBC-TV and WHB-TV share-time combination in Kansas City; WSIX-TV Nashville; WTAR-TV Norfolk; KPHO-TV Phoenix; KOIN-TV Portland, Ore.; WPRO-TV Providence, and WHEC-TV and WVET-TV share time combination in Rochester. To these will be added WBEN-TV Buffalo, just signed away from NBC-TV, when switch becomes effective Nov. 1 (story page 66). In all, new rate card—which became effective Oct. 15—covers 144 affiliates in U. S., three in Canada, one each in Honolulu, Mexico City and San Juan.

Sunday 1-5 p.m. rate revision means both CBS-TV and NBC-TV have now reduced Saturday and Sunday afternoon rates 25%, CBS-TV having made Saturday afternoon reduction some time ago and NBC-TV having cut both Saturday and Sunday afternoon rates in June.

Tv Station Profits in 1952 Exceeded Previous Year

THREE-FOURTHS of tv stations sampled by NARTB made more money in 1952 than previous year, Richard P. Doherty, NARTB labor relations vice president, told district meetings last week. He said that of 105 stations studied (108 were operating), 78 showed better profit, with nine making less money. Six moved out of red in 1952 while five went other way.

Analyzing FCC data, Mr. Doherty said average per-station operating cost in 1952 (exclusive of networks and 15 network o&o stations) was $1,049,474. Within sample covered by study, lowest operating expense for full year was $166,366, highest was $2,944,341.

FCC's figures showed 94 reported profit and 14 loss in 1952, he said. Nine of 14 loss stations were in two seven-station markets, New York and Los Angeles. All stations in single-station markets were profitable.

KLBS Sale Announced

SALE of KLBS Houston from Gordon B. McLendon to Col. Howard L. Burris and Howard W. Davis was announced Friday. Sale, which involves $100,000 fee to Mr. McLendon and $200,000 to Mrs. Albert Lee, widow of former owner who still owns equipment, is subject to FCC approval, with application due to be filed this week. KLBS operates on 610 kc with 5 kw, bears call letters of defunct Liberty Broadcasting System, also owned by Mr. McLendon. Col. Burris, owner of KTAN Sherman, Tex., and Mr. Davis, owner of KMAC San Antonio, Tex., are equal owners of Howard Broadcasting Corp., recently incorporated, which is the purchaser of KLBS. Purchase was arranged by Blackburn-Hamilton Co., brokers.

RADIO, TV SET SALES

SALES of radio and tv sets at retail rose substantially between July and August, according to Radio-Electronics-Television Mfrs. Assn. Retail sales of radios (not including auto sets) totaled 491,431 in August compared to 366,666 in July. Tv set sales totaled 430,101 in August and 340,406 in July. Eight-month retail totals were 3,875,293 radios and 3,546,407 tv sets.

Strong Radio Potential In Tv Areas, Says Crandall

EVEN with 50% to 60% tv saturation in a market "there's still 40% to 50% radio-only homes potential, a most important consideration for media buyers," John Crandall, media director of Sherman & Marquette, New York, told NARTB District 6 at weekend meeting in Biloxi, Miss.

Henry B. Clay, KWKH Shreveport, presided as district director at two-day session (see main district meeting story page 33). He named following resolutions committee: Harold Wheelahan, KSYL Alexandria, La.; Perry Sheftall, WJZM Clarksville, Tenn.; B. G. Robertson, KTHS Little Rock; L. M. Sepaugh, WSLI Jackson, Miss.

Harold E. Anderson, KOLN-TV Lincoln, Neb., presided at tv panel which included Henry W. Slavick, WMCT (TV) Memphis; Ron Litteral, WAFB Baton Rouge; Mr. Crandall; John Rossiter, WJTV (TV) Jackson, Miss., and Irving Waugh, WSM-TV Nashville. Questioners were George H. Thomas, KVOL Lafayette, and James P. Walker, KATV (TV) Pine Bluff, Ark.

WPRO-TV Effective Dates Delayed After WNET Protest

EFFECTIVE dates for grants of construction permit to WPRO-TV Providence, R. I., for vhf ch. 12 and special temporary authority to commence commercial operation, were postponed by Commission Friday in action which granted protest by Channel 16 of Rhode Island Inc., permittee of uhf ch. 16 WNET (TV) there. New Comr. Robert E. Lee, in first official action as Commissioner, voted with Chairman Rosel H. Hyde and Comr. E. M. Webster for hearing. Comr. John C. Doerfer dissented.

Order setting forth hearing issues, procedure and date of hearing "will be released in the near future," FCC said. Vote was taken at special meeting Friday afternoon, deadline for action on Sec. 309(c) economic protest filed by WNET against WPRO-TV's ch. 12 authorization [B•T, Oct. 12, 5].

WNET complaint alleged grant to WPRO-TV was improper because FCC erred in acting so quickly upon three-way merger of ch. 12 applicants and attacked potential "unconscionable consideration" of $205,500 which WPRO-TV could pay to certain principals of former competitor should stock options be revoked. WNET also charged WPRO-TV with premature construction. WPRO-TV asserted WNET protest was delay action since it has held ch. 16 permit six months, hasn't begun construction.

• BUSINESS BRIEFLY

GROVE CAMPAIGN • Grove Labs., St. Louis (Antomine), through Harry B. Cohen, N. Y., preparing radio and television spot announcement campaign to start Nov. 7 for 17 weeks. More than 50 markets are expected to be used.

"DIVIDED SEGMENT" SALE • Purex Corp. Ltd., South Gate, Calif., has purchased seven and one-half minutes for Thursday, 3:15-3:30 p.m. EST, portion of *Kate Smith Hour* (NBC-TV, Mon.-Fri., 3-4 p.m. EST) as first sponsor under NBC-TV's "Divided Segment" plan, announced Friday, which permits advertiser to purchase one-half of 15-minute segment of that show. Agency is Foote, Cone & Belding, Los Angeles.

HAMILTON TESTING • Hamilton Watch Co., alternate-week sponsor of half-hour *Your Jewelers' Showcase* on tv in 25 markets, planning television test spot announcement campaign in four markets to start Nov. 9 and run through Christmas. If test is successful, regular schedule will follow next season. BBDO, N. Y., is agency.

DuPONT SEEKS NEW TALENT • Two BBDO, N. Y., executives planning trips to West Coast this week in search of new tv fare for DuPont as possible replacement for this season's *Cavalcade*.

AIRLINES DRIVE • American Airlines, N. Y., launches radio spot announcement campaign in six major cities on Oct. 26 for eight weeks. Ruthrauff & Ryan, N. Y., is agency.

SMITH BROS. IN CANADA • Smith Brothers (Menthol), through Sullivan, Stauffer, Colwell & Bayles, N. Y., buying radio spot announcement campaign for first time in Canada. Schedule will start Oct. 25 for 13 weeks in major eastern Canadian markets.

SALES ON *TODAY* • Druggists Supply Corp., N. Y., has purchased 16 participations on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m., EST and CST), starting this week, through Ruthrauff & Ryan, N. Y., and Jarman-Williamson Co., Portland, Ore., has bought single participation on same program for Dec. 1 through Joseph R. Gerber Co. there.

BLOCK EXPANDS • Block Drug Co. (Polident), through Cecil & Presbrey, N. Y., extending tv test spot announcement campaign, now running in 15 markets, to five additional ones, starting "as soon as possible" for 13 weeks.

Pabst Buys Turpin-Olson

PABST beer has signed with CBS Radio for blow-by-blow coverage of Randy Turpin-Bobo Olson boxing match from New York Wednesday night, raising speculation it may return to network radio for fights coverage, at least on major bouts, after dropping radio some time ago (but keeping tv). Turpin-Olson fight will be carried on CBS-TV by Pabst, but with New York blacked out. CBS Radio coverage will include New York. Starting time: 10 p.m. EST. Pabst agency: Warwick & Legler, N. Y.

SURE WAY TO REACH YOUR GOAL IN TOLEDO...

Lloyd Thaxton, producer and star of the early evening LLOYD THAXTON SHOW, brings comedy and music with Broadway polish to WSPD-TV viewers. He lets the scenery and costumes go from the elaborate to the ridiculous as do his clever pantomimes and impersonations.

In early afternoon, Lloyd supplies comedy and acts as emcee of TELETUNE TIME, with Sanford, the talking parakeet, supplying novel touches. Both programs are participating shows.

For a sure score in Toledo, let Mr. Touchdown, S P D carry your product to the goal of increased sales in the Billion Dollar Toledo market.

WSPD-TV AM-TV

TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company

TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

WTIC Ownership Challenged; Owners Answer Same Day

CHALLENGE to legality of Travelers Insurance Co.'s owning WTIC Hartford, Conn., through subsidiary Travelers Broadcasting Service Corp., was filed with FCC Friday by opposing vhf ch. 3 applicant Hartford Telecasting Co. Hartford Telecasting claimed Connecticut law forbids insurance companies from engaging in broadcasting activities. WTIC responded same day, pointed to 28-year period during which its WTIC license has been renewed periodically and its books inspected by Insurance Commissioner of Connecticut and other states, with no such question ever being raised. WTIC contended that Connecticut law permitted insurance companies to lend funds to broadcasting stations and that most of loan would be in real estate, expressly permitted by state law.

Hartford Telecasting includes Harry C. Butcher, ex-CBS Washington executive and now owner of KIST and KEYT (TV) Santa Barbara, Calif., and contractor Clifford S. Strike. In a merger move last month, third applicant for Hartford's ch. 3, WDRC, dropped out with understanding that if WTIC received grant, WDRC would receive minority interest in WTIC licensee and at same time dispose of its radio properties [B•T, Sept. 28].

Cleveland Grant Proposed

INITIAL decision proposing to grant new tv station on uhf ch. 19 to WHK Cleveland issued Friday by FCC Hearing Examiner Fanney N. Litvin. Action made possible by withdrawal of competitive bid of WJW there (story page 50). Initial ruling specifies effective radiated power of 220.3 kw visual, 119 kw aural; antenna height above average terrain 645 ft.

Seek Ch. 7 in Traverse City

APPLICATION for new tv station on vhf ch. 7 in Traverse City, Mich., was filed late last week by Midwestern Broadcasting Co., licensee of WTCM Traverse City; WATT Clam Lake Twp.; WATZ Alpena Twp.; WMEN Bear Creek Twp., and WATC Gaylord, all Michigan. Principals include President Les Biederman (30%); Vice President William H. Kiker (16¼%); Secretary-Treasurer Drew McClay (15%); Fred G. Zierle (16¼%), and Edward G. Biederman (22½%).

WITH-TV Asks Frequency Change

WITH-TV Baltimore, new uhf ch. 60 grantee, filed application with FCC Friday for change of frequency to uhf ch. 18, unsought there. WITH-TV cited economies of construction since it could use present WITH-FM site and fm tower for ch. 18 operation.

Seek Montgomery, W. Va., Channel

ADDITION of vhf ch. 2 at Montgomery, W. Va., now without any tv channel, asked of FCC Friday in joint petition by WTIP Charleston and WMON Montgomery. Ch. 2 can be added without affecting any other assignment, they contend, explaining vhf is needed to provide coverage to "narrow, deep and closed-in valleys" of coal mining region. They cite 483,000 population in 35 mile radius. Decision as to which will file for station not settled.

'DRAGNET' POPULAR

TOP-RATED *Dragnet* tv series apparently has impressed its sponsor as well as it has viewing audience. At any rate, Liggett & Myers Tobacco Co., which sponsors program for Chesterfield cigarettes on NBC-TV network, on Oct. 28 will start sponsoring re-runs of earlier *Dragnet* telecasts syndicated by NBC Film Div. under title *Badge 714*, on WOR-TV York. Agency: Cunningham & Walsh.

McGuire, Gresham Named To MPTV Positions

APPOINTMENTS of John W. McGuire as central division sales manager of Motion Pictures for Television Inc. and Maurie Gresham as western sales manager of company announced for release today (Mon.) by Edward D. Madden, MPTV vice president. Mr. McGuire, who served previously as senior account executive for ABC-TV, will headquarter in Chicago. Mr. Gresham, who will work out of Beverly Hills, is said to have organized tv film distribution for KLAC-TV Los Angeles.

Great Western Names Weed

NBC-AFFILIATED stations of Great Western Radio Network Friday named Weed & Co. as national representatives. Great Western includes KDYL Salt Lake; KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KSLI Missoula, KGHL Billings, all Montana, and KSEI Pocatello, KIDO Boise, KTFI Twin Falls, all Idaho.

Bond Drive Draws Protests

WASHINGTON office of Bonds for Israel campaign considering use of radio advertising following complaints from stations that it is buying newspaper space while requesting free radio promotion of Oct. 31 benefit to be held at Constitution Hall. Cohen & Miller, Washington agency for campaign, said late Friday final decision on use of radio not yet reached.

Moviemen Get Continuance

CONTINUANCE to Nov. 2 of deadline for movie firms to answer government questions in its suit to force release of 16mm feature films for tv and non-theatrical use [B•T, Sept. 21] approved by Los Angeles office of Justice Dept. anti-trust division.

UPCOMING

Oct. 19-20: NARTB Dist. 5 meeting, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: NARTB Dist. 4 meeting, Grove Park Inn, Asheville, N. C.

Oct. 22-23: Kentucky Broadcasters Assn. meeting, Kentucky Dam Village, Kentucky Lake.

Oct. 23-24: NARTB Dist. 3 meeting, Bellevue-Stratford Hotel, Philadelphia.

(For other Upcomings see page 113)

PEOPLE

JAMES D. EVANS, advertising manager of Diamond Match Co., to Sherman & Marquette, N. Y., as account executive. He formerly was with Young & Rubicam, N. Y., for 12 years as an account executive.

ARTHUR A. CURRIE, assistant general sales manager of radio and television division, Sylvania Electric Products Inc., named sales manager of division. **JOHN SUOR,** supervisor of contract sales for same division, appointed sales manager in charge of contract and special sales.

ROBERT R. WARRINGER, project director of Alfred Politz Research, and before that research director of Fuller, Smith & Ross, N. Y., to Scheidler, Beck & Werner, N. Y., as director of research and marketing.

CHARLES H. WEISSNER JR., manager of media department, Morse International, N. Y., and before that account representative, J. Walter Thompson Co., to Roy S. Durstine Inc., N. Y., as member of executive staff.

BURTON DURKEE to Maxon Inc., Detroit, as account executive on Packard account. He formerly was manager of Detroit office of William H. Weintraub & Co.

Comedy, Dramatic Programs On Networks Show Increase

SHARP increase in number of situation comedy and dramatic programs on networks, both radio and television, was reported Friday by Executives Radio-Tv Service, Larchmont, N. Y., in program summary based on new edition of firm's radio-tv *FACTuary*.

Television currently has total of 63 sponsored dramatic shows of all types, according to *FACTuary*, with number of dramatic plays increasing from 16 last year to 22 this year. Situation comedies jumped from 6, as of October 1952, to 21 this year. On radio, *FACTuary* lists 40 sponsored dramatic shows, with dramatic plays rising from 9 to 13 this year and situation comedies from 5 to 11.

Number of sponsors on television was said to have increased from 141 on 149 programs in 1952 to 159 on 162 shows this year. On radio, totals show 131 sponsors and 174 programs this year as against 139 sponsors and 196 programs last year.

Harlow Roberts Dies

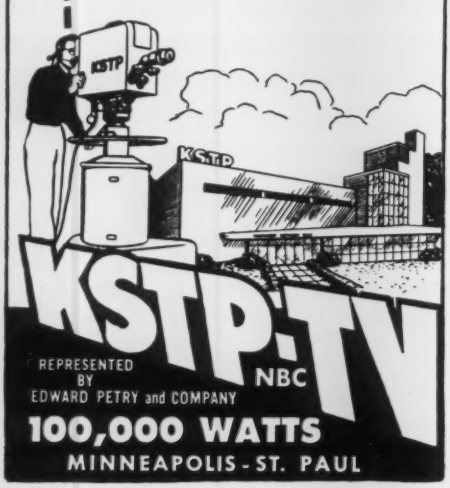
HARLOW P. ROBERTS, 61, vice president, Goodkind, Joice & Morgan, Chicago agency, died suddenly Thursday of a heart attack at Fox Hospital in Oneonta, N. Y. Born in Racine County, Wis., Mr. Roberts studied at U. of Wisconsin, served as Army captain in World War I, later became advertising manager of a farm machinery company, Emerson-Brantingham Co. In 1922 he was named advertising manager of Pepsodent Co., where he made radio history by persuading NBC to broadcast a daily 15-minute program for Pepsodent sponsorship, *Amos 'n' Andy*, first network strip show. He became advertising director of Purity Bakeries in 1936 and joined the old Blackett, Sample and Hummert agency in 1937. He had been with GJ&M since 1941.

AT&T Reports Income

AT&T report showed Friday that consolidated net income for company and its subsidiaries was $452,146,107 in twelve months ended Aug. 31 as compared with $386,627,568 for same period of 1952. In notice to stockholders, Cleo F. Craig, AT&T president, noted that television has grown to point where Bell System provides network service to 202 stations in 130 cities, bringing programs to estimated audience of 100 million.

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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BUREAUS

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
***Reg. U.S. Patent Office**

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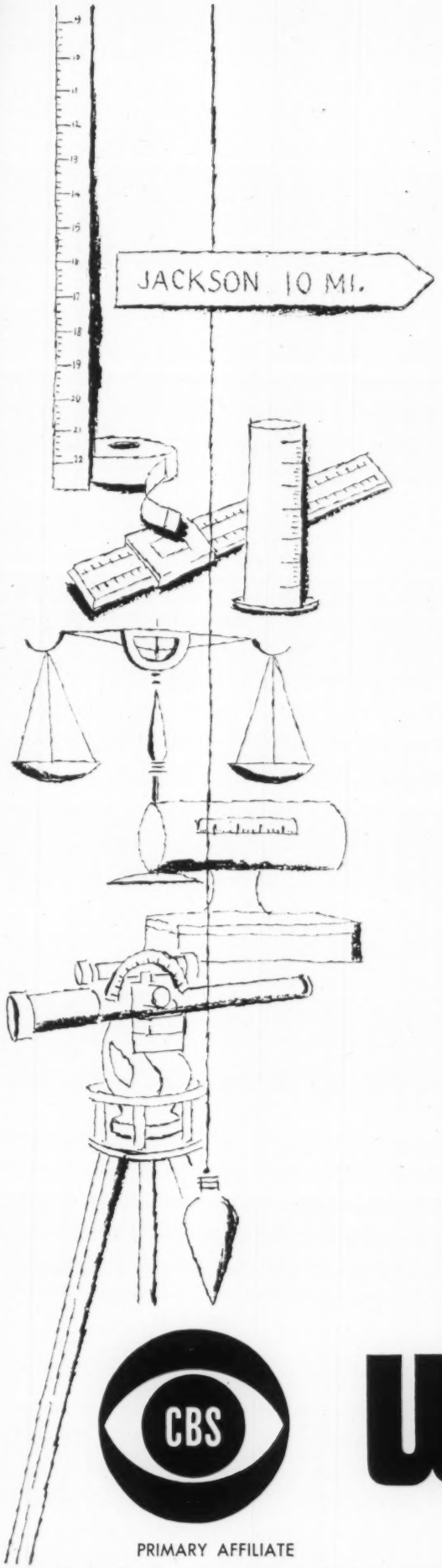


What measure do you use?

Whatever the method of measuring, your aim is to count a result. In television there are lots of ways of counting results. One that is especially gratifying to WJTV is—*the mail bag.* The results it counts for us are two: enthusiastic acceptance by thousands* of Central Mississippi viewers and equally enthusiastic acceptance by foremost national spot, network, regional and local advertisers.

WJTV, Mississippi's pioneer television station, means profitable results—however the results are measured.

** 27,813 homes, according to WJTV's monthly independent agency survey.*

CBS

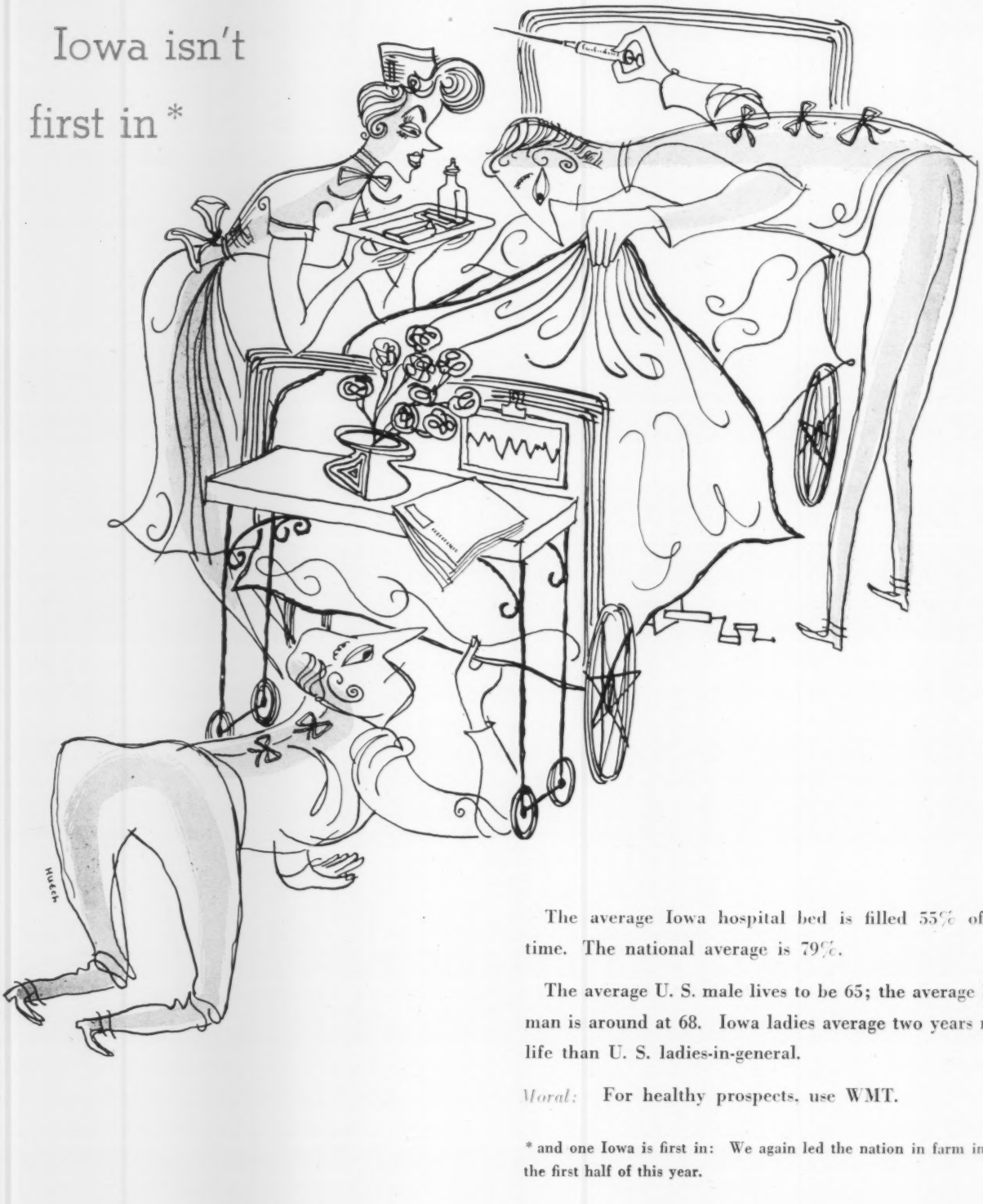
PRIMARY AFFILIATE

WJTV • MISSISSIPPI'S PIONEER TELEVISION STATION

JACKSON, MISSISSIPPI

John Rossiter, General Manager

Here's a statistic Iowa isn't first in *



The average Iowa hospital bed is filled 55% of the time. The national average is 79%.

The average U. S. male lives to be 65; the average Iowa man is around at 68. Iowa ladies average two years more life than U. S. ladies-in-general.

Moral: For healthy prospects, use WMT.

* and one Iowa is first in: We again led the nation in farm income the first half of this year.

W M T AM & TV CBS for Eastern Iowa

Mail Address: Cedar Rapids

AM: 600 KC • 5,000 watts • Basic CBS Network

TV: Channel 2 • 100,000 watts • CBS & DuMont

Represented nationally by The Katz Agency

FIBBER McGEE AND MOLLY

Network: NBC Radio
Time: Mon. through Fri., 10-10:15 p.m., EST
Stars: Marian and Jim Jordan as Molly and Fibber McGee
Producer-Director: Max Hutto
Writer: Phil Leslie
Origination: NBC Studios, Hollywood

IN AN aggressive move to revitalize its programming structure, NBC Radio recently introduced 28 programs to its weekly schedule, fortifying the new ones with some dependable old shows dressed up in new formats. Falling in the latter category is *Fibber McGee & Molly*, a program whose longevity is almost that of radio itself. The emotional, impractical Fibber and his conservative, calculating wife introduced their folksy accounts of happenings in the McGee household to radio listeners in 1935

THE McGEES

Simplicity Pays Off

and they've been entertaining audiences with their homespun antics ever since.

Their new quarter-hour series is heard nightly Monday through Friday. The episodes are interrelated in serial format but the content of the shows, their fans will be happy to note, remain much the same. Marian and Jim Jordan in the roles of Molly and Fibber hit on a good idea 18 years ago and have had the good sense to stick with it. Their success, it would seem, lies in the simplicity of their material. It is ordinary unpretentious chatter. There are no gimmicks or contrived situations in their broadcasts. Molly and Fibber are truly "average" as the average man might define the term, not a glamorized "average" as scriptwriters often see radio and television husband-and-wife sets.

The series illustrates a point frequently missed by writers and producers in radio and tv: Simplicity in programming can really pay off.

* * *

ROCKY FORTUNE

Network: NBC Radio (Transcribed)
Time: Tues., 9:35-10:00 p.m. EST
Directors: Dave Harmon and Andy Love
Writers: George Lefferts and Ernie Kenoy
Star: Frank Sinatra

A PROFESSIONAL switch which has caused a good deal of chatter in the entertainment world is one made recently by Frank Sinatra, the bobby soxers' delight of a few years ago, who turned actor in the current film, "From Here to Eternity."

Critics almost unanimously hailed the crooner's performance adding a new dimension to Mr. Sinatra's theatrical achievements. NBC did the obvious thing. The network immediately signed him for the lead role in *Rocky Fortune*, a new weekly radio series. From the looks of things, Mr. Sinatra's acting triumph in "From Here to Eternity" could well be a one-time shot. Radio drama is none the stronger for his somewhat questionable support.

As Rocky, "a foot-loose and frequently unemployed young gentleman," NBC's latest find is only mediocre. At best this places him on a par with most adventure-series actors heard on radio nowadays, the majority of whom would test the believability of a six-year-old.

The character Mr. Sinatra portrays is intended to be a 20th Century soldier of fortune type with an impressive and varied assortment of talents. On the Oct. 13 broadcast, his dexterity at oyster shucking was investigated when he got a job in a restaurant. Imagine his surprise when in line of duty, he found not one, not two but a dozen pearls in oysters he was preparing for a customer. It took a gun in his ribs later in the evening to convince him his luck wasn't running as high as all that.

Rocky, the man behind the gun informed him, was right in the middle of a vast and powerful smuggling ring. Of course as fate and the scriptwriter would have it, after a series of complications too familiar to mystery drama fans to even bother mentioning, Rocky broke the ring single-handed.

Between acts of gallantry, a young lady entered the picture to be properly dazzled by Rocky's display of intelligence and strength, the latter an illusion of character that would be possible only on radio for Mr. Sinatra.

Presumably, Rocky, who works when the spirit moves him, will get a new and different job for each broadcast. Out of the situation in which the job places him a tale of bravery and heroism will emerge. The idea is a pretty poor excuse for a radio program.

* * *

BOOKS

HOW TO USE SIGNAL & SWEEP GENERATORS, by J. Richard Johnson, John F. Rider Publisher Inc., 480 Canal St., New York 13, 144 pp. $2.10.

THE AUTHOR of this technical volume has compiled scores of facts concerning the manipulation of the instruments indicated in the title. He operated on the idea that much had been written about the theoretical aspects but that little had been published on the practical side. The book carries descriptions of various types and brands, and is complete with illustrations.

* * *

LIFE IS WORTH LIVING, by Fulton J. Sheen. McGraw-Hill Book Co. Inc., 330 W. 42d St., N. Y. 36. 271 pp. $3.75.

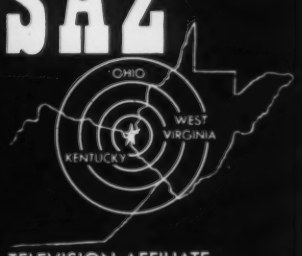
BISHOP Sheen has transcribed full-length tape recordings from 26 weekly presentations of his DuMont Tv Network program, *Life Is Worth Living*, into an equal number of chapters, with illustrations by Dik Browne. They cover such subjects as the Irish, teen-agers, relativity, atom bomb, Marxism and Communism, Christianity, democracy, love, conscience, fear and motherhood.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

You'll GET THIS TYPE OF MERCHANDISING AND PROMOTION ON RADIO STATION WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ

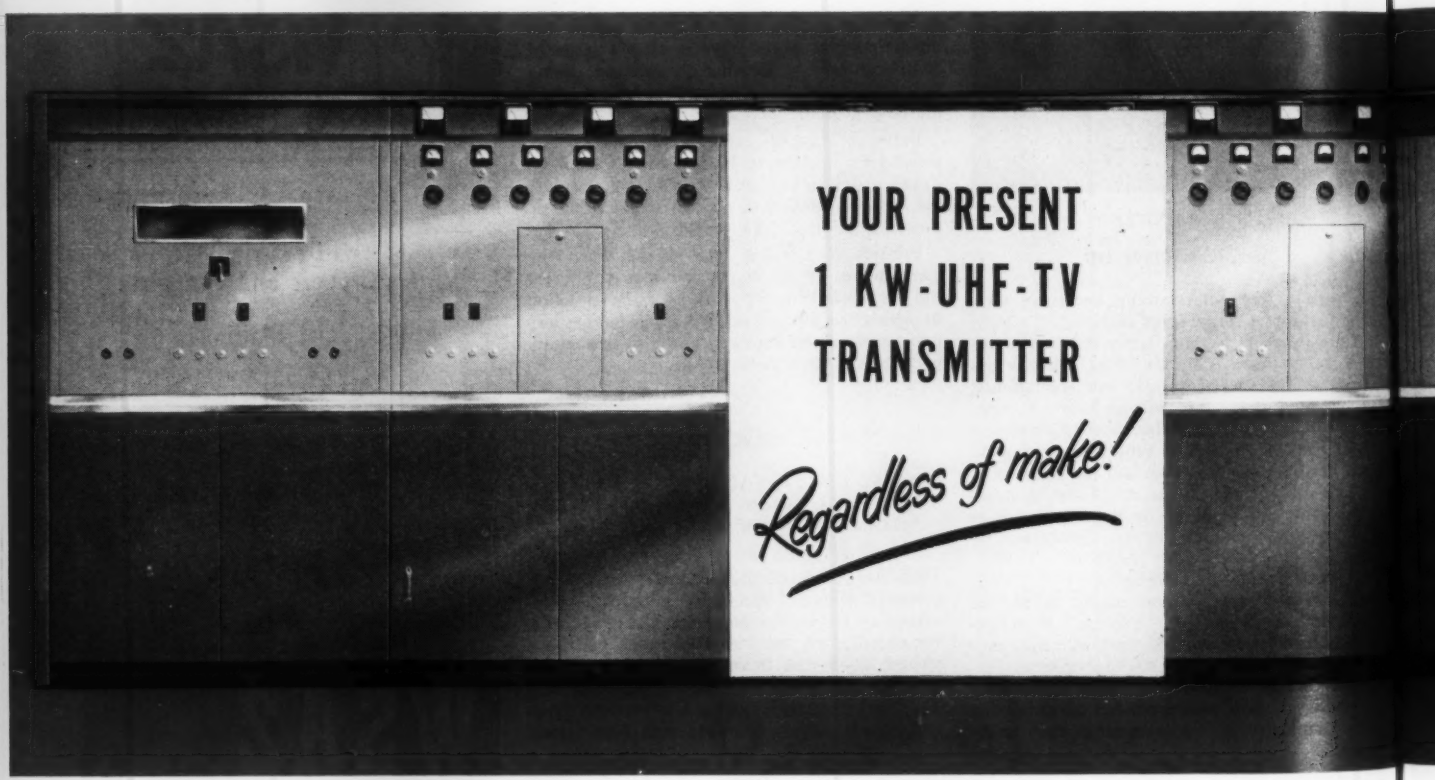


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

BIG NEWS for television broadcasters...

G-E's 12 KW AMPLIFIER COMBINES WITH ***ANY*** UHF-TV TRANSMITTER...REGARDLESS OF MAKE!

You can get



General Electric's UHF leadership puts you on the sure road to higher TV power!

● **G-E UHF TRANSMITTERS.** 1 KW and 12 KW units for initial high power telecasting equipment plus a 12 KW amplifier for expanding existing facilities.

● **15 KW KLYSTRON TUBES.** Product of General Electric progress. Provides exactly the power you need for strong field intensity—excellent home receiver signals.

● **G-E HELICAL ANTENNAS** boost radiated power up to 20-25 times and contour for ideal market coverage.

● **PROVED-IN-OPERATION BY MORE THAN A DOZEN MAJOR TV OUTLETS.** Go down the list of important high power television broadcasters throughout the country using General Electric equipment. Measure its value to you by their success!

XUM

high power now!

● Today...if your present transmitter provides only minimum output, then you may not get a strong station signal into your complete market area. That automatically cuts coverage *plus* important advertising revenue. Few, if any, broadcasters who need high power for UHF telecasting can afford to wait much longer. Promises of future equipment development doesn't solve their immediate problem. Only G.E. offers the right solution.

General Electric's "look into the future" in 1949 today gives you a *single answer to all UHF equipment requirements!* Five years of UHF product planning and development now provide broadcasters with a 12 KW amplifier that can be combined with your present small UHF transmitter for increased field intensity—better pictures in your market receivers. General Electric *alone* offers this service to UHF stations already on-the-air! G.E. *alone* can deliver 12 KW transmitting equipment for new TV outlets today!

Get complete details on how to accomplish this 12 KW Amplifier installation from your local G-E Representatives. Act quickly! *General Electric Co., Section 2103-19, Electronics Park, Syracuse, New York.*

15 KW Klystron Tube

Designed to achieve maximum transmitter power for UHF telecasting. This amazing tube was developed for G.E. by Varian Associates and has been proved of superior value to all other types in more than a dozen major installations.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

solid south: 1953 style

The changing skyline of today's mid-South is a happy sight for any advertiser who wants to harness the real sales power of television.

Throughout 29 high income counties in our pivot of the Piedmont, more and more TV homes have their antennas set for Channel 2—WFMY-TV.

It's a solid array of selling potential — compounded of the most progressive families in an area with nearly $1,500,000,000 buying power.

WFMY-TV is *their* television station . . . the daily habit, welcomed, watched and *believed* in homes where the most buying is done. And, significantly, where real selling opportunities exist *for you* — when your message is solidly delivered by WFMY-TV!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

OPEN MIKE

Mystery in the Mail Box

EDITOR:

Every Wednesday evening when I return home—exhausted from talking with Texas radio-tv salesmen (time) and see your informative and thorough publication in my little ole Texas mail box, I'm astounded.

How in the cryin' coyotes you and your band of journalists produce such a large, yet fine in quality product on a weekly basis will always be a mystery. . . .

Bert Haling,
Adv.-Public Rel. Dir.
Great National Life Insurance Co.
Dallas

* * *

More on Mutual

EDITOR:

This will refer to your Mutual story on page 84 Oct. 12 issue of B•T. The activity to which you refer in paragraph 4 was instigated by the Missouri Broadcasters Assn. at a special meeting called by me as president. The purpose of our meeting was to investigate and study the Mutual plan since it could eventually affect every station in the state. Telegrams were sent to all state associations requesting a report of activities in the several states. The telegrams were sent over the signature of Miss Catherine Roer of KWOS as secretary of the Missouri Broadcasters Assn. Incidentally, reports received back from the states do not indicate overwhelming majority accepting the Mutual plan.

G. Pearson Ward
President
Missouri Broadcasters Assn.
Springfield, Mo.

* * *

Moving Day

EDITOR:

THANKS FOR STORY RE WATV PAGE 71 OCT. 12 ISSUE OF B•T. HOWEVER ONE CORRECTION: OUR OPENING DATE FROM THE EMPIRE STATE BUILDING IS SET FOR NOV. 14.

IRVING R. ROSENHAUS
PRES. & GEN. MGR.
WATV (TV) NEWARK, N. J.

* * *

Complete Solution

EDITOR:

I offer the following as a solution to the "box-office" vs. "free" television squabble and the vhf-uhf tiff, which seems to be degenerating into more than a squabble:

All vhf frequencies to be set aside for "box-office" television.

All uhf frequencies to be for "free" television, including . . . educational . . .

This simple solution will put the Phonevision and other pay-as-you-see systems on the vhf where they belong by virtue of vhf's competitive nature, i.e., its lack of interference-free signals . . .

Uhf demonstrably is almost noise-free, does not propagate (usually) from the warmed-over layers of the ionosphere, is, actually, "free" from most of the annoyances of vhf. Despite the money involved, this ingenious switch should keep everybody happy. Including me—still in *radio.*

Don V. R. Drenner
Engineer
KGGF Coffeyville, Kan.

For a time Paul Bunyan had trouble getting his logs to the Northwest's mills, because the kinks in the river caused giant logjams. He solved the problem by hitching Babe the Blue Ox to the river and pulling it straight.

PULLING POWER!

If you're having trouble moving your product in the vast Northwest today, WCCO Radio can take the kinks out for you. For WCCO, with its enormous power, spreads your message across a four-state, 86,700 square-mile primary area, delivering a far larger weekly audience than any other station in this area.* And the topper is that WCCO Radio's cost per thousand circulation is by far the lowest in the entire Northwest: only 6¢ per thousand families daytime and 11¢ nighttime!

For power that pulls results from all over the four-state Northwest, ask us or CBS Radio Spot Sales to show you the whole incredible-but-true story of WCCO Radio, the Northwest's 50,000-watt giant.

Minneapolis-St. Paul **WCCO RADIO**

Represented by CBS Radio Spot Sales

*SAMS 1950

the local TV gals t

s tell 'em...and sell 'em!

Most of these TV stations have an outstanding program tailored to sell women. It's put on by a gal who really rates with the housewives... one who is a leader in her community, a really powerful saleswoman.

Her viewers believe in her... buy the products she recommends. They see her program faithfully day in and day out.

One such program plugged a floor cleaner wax. What happened? Sales jumped 35% in 10 weeks! That's not unusual. Other such women's programs are piling up sales records week after week.

The costs are low.
The sales impact is great.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
WICU	Erie
KPRC-TV	Houston
KECA-TV	Los Angeles
KSTP-TV	Mp'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York
WTAR-TV	Norfolk
KMTV	Omaha
WTVH-TV	Peoria
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita
* KOA-TV	Denver

* In operation on or about Dec. 24.

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

XUM

SELL MORE IN THE
SOUTH'S
No. 1 State!

You Hook a
BIG Market
With—

NBC
AFFILIATE

WSJS

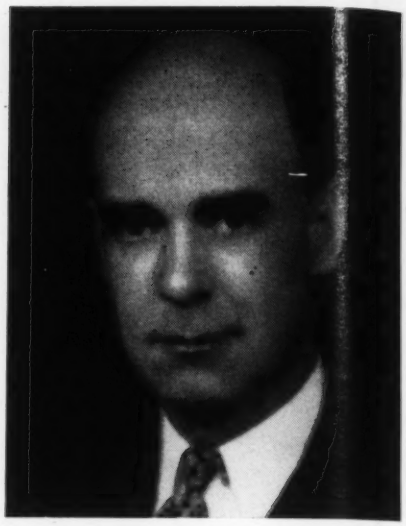
HOME
FURNISHINGS
SALES
for
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
$43,002,000*
* Sales Management
1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

our respects

to WILLIAM ARNOLD PORTER



"PORTER gets things done. He knows telecommunications. It's a good choice."

That comment by a consulting engineer who worked with William Arnold Porter during World War II and after sums up the esteem and reputation borne among his colleagues by the assistant director of mobilization in charge of telecommunications.

Another colleague, who worked with Mr. Porter in the Electronics Materials Branch of the Navy's Bureau of Aeronautics during World War II, added this estimate of the man who is essentially the President's alter ego in the vital field of telecommunications: "Bill was officially the branch's executive officer, but actually he was handed all the dirty work. What made him so valuable was his ability to take it without getting bitter, and above all in wrapping it up fairly and squarely."

Those two comments, plus the experience of two decades in radio and communication law, sums up the man President Eisenhower chose last month to fill the spot vacated early in June by Haraden Pratt, IT&T executive. Mr. Pratt was named as the first telecommunications advisor to the President early in 1951, an outgrowth of a recommendation of the President's Communications Policy Board. When President Eisenhower reorganized the Executive Office of the President, he abolished that post, but set up a similar job in the Office of Defense Mobilization.

Under the Communications Act, the President is responsible for assigning frequencies to government agencies. As the Chief Executive, he is responsible for setting national telecommunication policies. World-wide communications (radio and cables) are vital to the well-being of the country. And, there are defense requirements which involve communications and frequencies all over the world.

Up to the appointment of Mr. Pratt, there was no focal point within Government where recommendations, differing views or policy could be hammered out. This situation was improved in 1951 with the telecommunications advisor serving as the clearing house for all of that. Actually working as the dispenser of frequencies to government agencies is the Interdepartment Radio Advisory Committee, which now reports to Mr. Porter.

Bill Porter was born in 1906 in Chicago, but six years later his family moved to Grand Junction, Colo. It was in that railroad center and farming area that young Mr. Porter grew up and graduated from high school in 1923. He played the violin in the high school orchestra, and earned spending money as the violinist in an orchestra that played at town dances.

Washington looked like a good place to continue his education (and to work to support himself through college) and he came to the Capital in 1925 and enrolled at George Washington U. A year later he transferred to National U. from which he received his law degree in 1929. He was treasurer of his senior class and a member of Sigma Nu Phi legal fraternity.

During this period, Porter worked at various jobs—as a gas station attendant, as a construction foreman, as a sporting goods clerk in a department store.

After admission to the bar, Mr. Porter approached a friend who specialized in immigration law. The friend dissuaded him from that speciality, but fired his imagination about new fields of law, like radio practice. The same friend introduced him to Denver-born Paul Segal, who recently had left the FCC to engage in private practice. Mr. Segal put Mr. Porter in touch with George O. Sutton, and in 1930 Mr. Porter was launched on his career as a practitioner before the FCC. From then until June 1942, Mr. Porter was associated with other attorneys specializing in radio law —Ben Fisher, the Littlepages—or on his own.

Six months after Pearl Harbor, Mr. Porter was in uniform as a lieutenant in the Naval Reserve, and after a spell at Harvard U. was assigned to the Bureau of Aeronautics' Electronics Materials Branch. As a lieutenant commander he was executive officer of the branch. It then was headed by Lloyd V. Berkner. Lt. Comdr. Porter represented the Bureau on the radar and radio committees of the Joint and Combined Communications Board. He was also a member of a joint ad hoc committee which prepared the wartime allocations plan. For three months he was acting chief of the branch.

Mustered out in 1946, Mr. Porter joined forces with Herbert M. Bingham, Linton M. Collins and H. Donald Kistler to form the law firm of Bingham, Collins, Porter & Kistler. When he was named to the Federal post, Mr. Porter took a leave of absence from that firm.

Mr. Porter was president of the Federal Communications Bar Assn. in 1951, and a member of the House of Delegates of the American Bar Assn. in 1952. He also is a member of the D. C. Bar Assn. and of the University Club.

In 1931, Mr. Porter married a childhood friend, Florence Oyler of Grand Junction. Their home is on a 10-acre estate in the fashionable Potomac Hunt area of Bethesda, Md., a suburb of Washington. Mr. Porter was president of the Bradley Blvd. Citizens' Assn. in 1951 and a delegate to the Montgomery County Civic Federation in 1952. He is a registered Republican but has not been an active party worker.

Today, at 47, the bald, trim assistant mobilization director has little time for the tennis he used to play regularly. Reading is his major interest. He keeps in shape by caring for his lawn, his vegetable and herb gardens and his flower plots. If he has time—quite scarce these days—he likes to relax with a mystery story.

When the Nickel Plate Road (The New York, Chicago and St. Louis Railroad Company) decided to promote a week-end excursion trip from Chicagoland to Niagara Falls through radio advertising, Station WMAQ was chosen to do the job — ALONE.

A schedule of only 15 announcements resulted in a complete sellout of 950 excursion trips—or a 3000 PER CENT return on the advertising investment. As the Nickel Plate wrote:

> *"This response is certainly a fine testimonial to the effectiveness of your handling of the announcements. It is my understanding . . . that your announcers were specially instructed to get results, and there is no question that they did."*

HERE IS PROOF OF SELLING POWER!

Needless to say, the Nickel Plate soon was back with another WMAQ schedule. This advertiser, like so many others, has learned there is NO SUBSTITUTE for the *Quality Audience* and *Quality Selling* of

the QUALITY STATION *in Chicago Radio...*

NBC RADIO

Quality Programming
Quality Facilities
Quality Audience

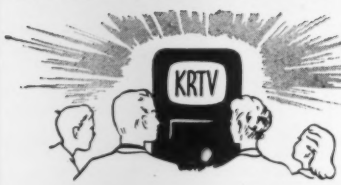
WMAQ
CHICAGO

ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST
ARKANSAS' FIRST

TELEVISION
STATION

KRTV

CBS TV and
DuMont TV Networks
CHANNEL 17
LITTLE ROCK, ARK.



LITTLE ROCK
TELECASTERS, INC.
Kenyon Brown, Pres.

George G. Anthony

on all accounts

EARLY in life George G. Anthony, media director of West-Marquis Inc., Los Angeles, made up his mind he wanted to get into advertising and he has kept to that goal with a singleness of purpose.

Born in Ponca City, Okla., Mr. Anthony worked his way through the U. of Oklahoma selling space for the college paper. He received his A.B. in journalism, with an advertising major, at the age of 19. This was in 1943 and his graduation was followed by a diversified army career, ranging from tank driving to command of the Kobe, Japan, military police vice squad.

Separated from the service in 1946, George Anthony lost little time in returning to the field as display advertising salesman for the *Oklahoma City Oklahoman & Times*. There he met Toni Harrison, on the paper's national advertising staff, and married her in 1950.

The same year he became an account executive for Jones & Jones Advertising Agency, then switched to radio as time salesman for KTOK Oklahoma City. In 1951, he moved to California, where he believes advertising's greatest opportunities exist, and joined the *Los Angeles Examiner* display advertising staff. Six months later he came to West-Marquis as media director, a change for George Anthony. Heretofore, he had been exclusively a salesman; now his duties involved buying of advertising.

Meanwhile, Toni Anthony had become media director for competing Davis & Co. (now merged with Hixon & Jorgensen Inc., Los Angeles) and advertising was a major conversational topic in the Anthony home. "But we were discreet in our discussions," Mr. Anthony states. "There was no collusion against station representatives at home."

Mrs. Anthony retired early this year and young Michael Kevin, who arrived Sept. 13, is now the center of attraction in the household.

"Radio time salesmen have a tendency to underestimate their medium," George Anthony says, speaking as one who knows both sides of the fence. "They usually undersell the out-of-home audience. Southern California has a huge automobile audience which offers a bonus to advertisers. It's well worth mentioning in a sales talk."

Color tv will help sales greatly, the young media director feels. "For instance, the impact of the flying horse trademark of General Petroleum, one of our clients, will be much greater when the public sees it in color."

"Tv advertising represents 'new money' in many instances, in additional budgeting for tv, not money taken from other media," he points out. "This is a healthy situation which should benefit all advertising."

XUM

the VHF station that starts with 478,490 VHF sets!

WTRF-TV

BASIC N B C INTERCONNECTED

WHEELING, WEST VIRGINIA

STEUBENVILLE, OHIO • WEIRTON, W. VA.

MARTINS FERRY, BELLAIRE, OHIO

NOW . . .

SERVING THIS BUSY CORNER OF AMERICA

THE SKYLINE STATION IN THE TRI-CITIES

CHANNEL **7** BASIC NBC

You start at 478,490 when you start with W T R F-TV. Many of these sets, developed by a VHF station 52 air miles away, are essentially fringe sets to them.

But they're A and B coverage sets to us.

To you they're sales—a VHF market of 3 million buyers in (22) counties in West Virginia, Ohio and Pennsylvania.

Ask HOLLINGBERY for availabilities today.

WTRF-TV

BASIC N B C INTERCONNECTED

WHEELING, WEST VIRGINIA

STEUBENVILLE, OHIO • WEIRTON, W. VA.

MARTINS FERRY, BELLAIRE, OHIO

Serving the industrial centers of the **UPPER OHIO VALLEY!**

Radio Affiliates - **WTRF AM-FM** *— All represented by* **HOLLINGBERY**

Another Reason Why WPTF is North Carolina's Number One Salesman

Music Maker . . . Kingham Scott!

Here's a showman, loved and listened to by three generations of North Carolinians. When Kingham Scott plays WPTF's theatre pipe organ, feet go tapping and cash registers go ringing. His quarter hour program rates a pulse of 10.9. For a ready made audience and a proven local personality who sells, contact Free & Peters or WPTF. Kingham Scott is the music maker on the team that makes WPTF North Carolina's Number One Salesman in the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

October 19, 1953 Vol. 45, No.16

NTSC, INDUSTRY PUT COLOR THROUGH ITS PACES FOR FCC

Waldorf demonstration, the last major hurdle before approval—or disapproval—of the color tv standards, went off without a hitch. No one will say whether or not it passed the test—but Chairman Hyde hints a decision by Christmas is likely.

NATIONAL Television System Committee and the individual companies which cooperated by transmitting color program material and color sets on which to receive it covered themselves with glory—and in full color—Thursday when they gave the FCC and the House Committee on Interstate & Foreign Commerce a full-scale demonstration of the system of compatible color television proposed by NTSC.

Individual FCC members were noncommittal following the demonstration, for which all seven commissioners journeyed to New York. Chairman Rosel Hyde, however, when cornered by newsmen, admitted that the NTSC had now fulfilled all the legal requirements of a petitioner before the FCC and that the matter of approval—or disapproval—of the NTSC compatible color standards was now up to the Commission. He declined to say when a decision might be forthcoming, but when asked if one might be expected by Christmas, he termed that date as a reasonable guess.

Studio programs and out-of-door pickups, programs received off-the-air and by closed-circuit, directly from the studio and after a round trip from New York to Washington and back via both microwave relay and coaxial cable, live programs telecast by vhf transmitters and slides broadcast on uhf—all came into the Starlight Roof of New York's Waldorf-Astoria hotel with all the clarity and vividness of life itself.

Color sets, chiefly experimental models, were supplied by 13 manufacturers to enable the delegations from the Commission and Congress, as well as the press and a full complement of top executives from the tv manufacturing and broadcasting companies, to witness the demonstration, final step in the process of presenting to the FCC the NTSC petition for commercial authorization of compatible color.

Sets Vary

Color intensity varied appreciably from one color receiver to another; some emphasized reds, others yellows; some were brilliant, others subdued; all provided color pictures that, to this viewer at least, were of sufficient quality to be acceptable for home use whenever they become available. One broadcast engineer explained the variations as due to the kind of color thought preferable by the receiver manufacturers, the sets being designed to provide color values they believe will be most acceptable to the public. Another engineer pointed out that differences in viewing tubes and in receiver circuitry will produce differences in color quality.

The demonstration opened with a 20-minute studio presentation provided by NBC, which was designed to meet the FCC's request for "motion indoors with close-ups, medium length shots and normal and rapid movements." Program included a song-and-dance number, a trained love-bird act, a song by Nanette Fabray, a *Kukla, Fran and Ollie* sequence in which a number of packaged products were shown, and a closing dance routine in which varicolored skirts and petticoats worn by the dancers were pictured in rapid motion and under various conditions of highlight, soft light and shadow.

Parts of this program were then repeated by closed-circuit transmitted directly from the Colonial Theatre to the Waldorf by local telephone company facilities, sent over the AT&T coaxial cable to Washington and back, and sent to Washington and back by the AT&T microwave relay—the three routes being used in sequence and with changes from one to another at 30-second intervals. Except for brief breaks when the change occurred, the picture quality appeared as good as during the original broadcast. The trip to Washington and back had no noticeable effect on the images on the receiver screens, nor did the coaxial cable transmission—which required a signal modification to reduce the color subcarrier frequency from 3.6 mc to 2.4 mc for its trip through the cable and its reconversion at the receiving end—suffer in comparison with either the direct or the microwave transmission, which required no such conversion. AT&T reported that a new Bell Labs convertor made its debut for this demonstration.

Third Test

The third test, showing "motion outdoors and typical outdoors scenes" in accordance with the FCC request, was provided by CBS. This sequence opened with a panoramic view of the New York skyline as viewed by a color camera atop the CBS Bldg., then shifted to the garden of the Museum of Modern Art where a dance routine of girls in brightly

INTENT viewers of the NTSC color showing for FCC included (l to r) RCA's Vice President Emanuel Sacks, also a vice president of NBC; Brig. Gen. David Sarnoff, RCA and NBC board chairman and president of NBC, and RCA President Frank M. Folsom, an NBC board member. Key men of arch rival CBS, including Board Chairman William S. Paley and President Frank Stanton, left before photographers were admitted.

PRINCIPALS at the demonstration included this threesome (l to r): David B. Smith of Philco, who conducted the briefing on behalf of the NTSC in advance of the colorcasts; Rosel H. Hyde, FCC chairman, who indicated afterward that it would not be unreasonable to expect an FCC decision on color by around Christmas-time, and Dr. W. R. G. Baker of General Electric, chairman of NTSC and director of the demonstration.

colored costumes was followed by close-ups of fruit, flowers and food.

Primed by the unfavorable reports of the showing of CBS color the week before, this observer watched closely for flaws but found scarcely any. Overall, the colors seemed less brilliant than NBC's indoor pickup provided, but whether this was caused by CBS equipment or by the midday sunlight it is impossible to say. Occasionally the colors seemed to deepen, then to pale out again, but not to the extent of becoming annoying to the viewer—this viewer, anyway. One CBS executive was overheard muttering to himself: "This is the demonstration we should have made last week."

DuMont Shows Slides

The final sequence of the demonstration was a uhf broadcast of color from the DuMont experimental uhf transmitter, utilizing as subject matter some two dozen test color slides prepared by Eastman Kodak Co. to cover the full range of color saturation and including close-ups, medium and long-range shots, televised on flying spot slide scanners at the DuMont station. At the conclusion of this telecast the slides were broadcast and received first in monochrome, then in color. Quality was excellent throughout.

Introducing the demonstration, which began at noon and continued until 2 p.m., Dr. W. R. G. Baker, vice president, General Electric Co., and NTSC chairman, pointed out that NTSC is "a voluntary association of engineers and scientists, representative of the entire electronics industry, [which undertook] to develop technical signal specifications for compatible color television broadcasting to the point where they could be proposed to the Commission for adoption as technical transmission standards."

"NTSC," Dr. Baker stated, "does not design apparatus; it does not produce apparatus; it does not approve or withhold approval of apparatus. That is the concern of individual companies in the industry.

"However," he said, "NTSC could not succeed unless it obtained assurance that the signal which it developed could be demonstrated through apparatus on something more than a laboratory basis. We believe that this has been accomplished through the medium of the extensive field test program of NTSC, conducted over a period of the past 20 months."

TEN members of color-tv-conscious House Interstate & Foreign Commerce Committee assembled to watch the color showings. They were (l to r): bottom row, Reps. John W. Heselton (R-Mass.), William T. Granaham (D-Pa.), Arthur G. Klein (D-N. Y.), Chairman Charles A. Wolverton (R-N. J.), F. Ertel Carlyle (D-N. C.), and Richard W. Hoffman (R-Ill.); top row, Reps. Steven B. Derounian (R-N. Y.), Joseph L. Carrigg (R-Pa.), John Bell Williams (D-Miss.), and Homer Thornberry (D-Tex.).

Pointing out that the detailed record of these field tests was included in the NTSC report filed with the Commission Sept. 8 in support of its color standards proposals, Dr. Baker urged that the Commission base its decision on the full NTSC report, rather than on the demonstration they were about to see.

"This standard proposal is the culmination of over a million engineering manhours," he declared, "and it cannot adequately be evaluated on the basis of a single 70-minute showing."

Dr. Baker emphasized that the studio and transmitting equipment and the receivers utilized in the demonstration represented "individual designs of individual companies. There has been no pooling of apparatus know-how—instead there has been only the strongest possible incentive for the development of competitive individual apparatus designs, and that incentive will continue and reach new heights should the Commission proceed to the adoption of these proposed standards."

David B. Smith, Philco vice president and NTSC vice chairman, was chairman of the demonstrations committee and as such introduced the demonstration's several parts. Like Dr. Baker, he pointed out that the demonstration was made possible through "the voluntary cooperation of the several broadcasters and several receiver manufacturers" who supplied the programs and the receivers, which included several standard monochrome sets as well as the experimental color models. All sets were fed RF signals by a distribution amplifier provided by RCA, he said, with three antennas on the hotel roof picking up the broadcast signals and passing them along to the distribution amplifier.

ALL seven members of the FCC were on hand (l to r): front row, E. M. Webster, Frieda B. Hennock, and Chairman Hyde; back row, George E. Sterling, Robert T. Bartley, Robert E. Lee and John C. Doerfer. Also watching the proceedings closely were FCC's top engineering and legal staff executives.

All Show Receivers

Each company contributing a color receiver for the demonstration also provided operators for its own set, Mr. Smith reported. These companies were: Admiral Corp., CBS-Columbia Inc., Crosley Div. of Avco Mfg. Corp., Emerson Radio & Phonograph Corp., General Electric Co., Hallicrafters Co., Hazeltine Electronics Corp., Motorola, Philco Corp., RCA, Sylvania Electric Products, Westinghouse Electric Corp., and Zenith Corp.

All sets were closely watched and their pictures compared as the crowd of several hundred spectators at the demonstration walked from one end of the room to the other past the line of color sets along one wall. The CBS-Columbia Inc. receiver came in for special attention, particularly during the CBS part of the program, both from those who had witnessed the previous week's showing of the CBS color system and from those who had only heard about it. The consensus seemed to be that this time CBS came out well on both counts.

The members of the House Committee on Interstate & Foreign Commerce who attended the color showing, like the FCC commissioners, were not willing to make any public statement of their reaction to what they saw, but their attitude indicated that they had been both interested and pleased by this latest development

Butterflies & Color

TWO of the topmost rivals in radio-tv, RCA-NBC's Brig. Gen. David Sarnoff and CBS' William S. Paley, got together with utmost cordiality during NTSC's color tv demonstration for the FCC. And what did the board chairman of CBS say to the board chairman of RCA-NBC?

The part that bystanders overheard was an allusion to the general tension that appeared to grip all hands watching the demonstration's developments. "Someone called this 'a butterfly's day'" observed Mr. Paley, maneuvering so that the general could get a better view of the performance of the newly unveiled CBS color set. The board chairman of RCA-NBC agreed with a smile, after which Dr. Peter Goldmark, leader in CBS color developments through the years-long color battle between CBS and RCA, interjected that possibly the better description would be that "it's been a period of butterflies' weeks."

Gen. Sarnoff, incidentally, watched the CBS set intently and at some length before walking on to get another look at the pictures on other receivers. After it was over he was heard to tell an acquaintance who wanted his reaction to the day's proceedings: "It's a great success —and it's nice to have it over with."

of the broadcasting art.

Executives of the tv broadcasting and manufacturing companies participating in the demonstration similarly had no comments to make for publication. Their reaction seemed to be one of relief that the demonstration had gone off without a hitch and of confidence that when the Commission does act on the NTSC petition that action will be to approve commercial use of the system advocated by NTSC.

Wolverton Urges Prompt Approval for Color Tv

"ONLY requirement at this time [on compatible color television] is the prompt approval of these new standards by the FCC," Chairman Charles A. Wolverton (R-N. J.) of the House Interstate & Foreign Commerce Committee, said last Thursday. Rep. Wolverton attended the networks' demonstration of NTSC standards last week (see story, page 27).

Rep. Wolverton, who consistently has urged approval of the NTSC color standards, last April predicted compatible color off the manufacturing line by Christmas [B•T, April 6].

The Congressman asserted, "There may be a tendency in some Commission quarters to delay approval of the new system until all members of the television manufacturing industry are lined up approximately in the same competitive position with regard to color television. The Communications Act gives no such mandate to the Commission and it would be singularly unfortunate if it did because then the private interests of members of that industry would become paramount to the public interest."

He said that unless last week's demonstration "discloses serious flaws in the system," he believed the public interest would be best served by prompt adoption of the new standards. The demonstration, he said, "should be the last way-station on the road to adoption of new color television standards."

AUTO INDUSTRY ACTIVE IN TELEVISION; P&G, GF OPTIONS DUE TO EXPIRE

New York Chrysler dealers buy 'Stork Club' locally; General Tire and Chrysler Motor Co. among accounts placing new and renewal business.

AUTOMOTIVE interests bought local and network television last week, with New York dealers of Chrysler Division of Chrysler Motor Co. leading way by sponsoring *The Stork Club* on WNBT (TV) New York Wed., 7-7:30 p.m., starting Oct. 28.

Other tv negotiations during the week included one renewal, a regional sponsorship signing and a substantial purchase of network participations.

The advertisers involved were General Tire & Rubber Co., Fedders-Quigan Corp. and Chrysler Motor Co. in addition to the New York Chrysler dealers.

Moreover, Procter & Gamble and General Foods were facing within a week the expiration date of their option on two separate daytime dramatic strips on CBS-TV. The total tv commitment if the option is picked up would mean approximately $2½ million. Executives at agency and company are meeting this week to consider the budget and the option.

The Chrysler development was this: Chrysler dealers in New York signified their interest in placing the *Stork Club* on WNBT (TV). The program has been on CBS-TV sustaining for the past season and before that was sponsored by Fatima cigarettes.

Meanwhile, the parent company, Chrysler Motor Co., through BBDO, New York, renewed for another 13 weeks its sponsorship of *Chrysler Medallion Theatre* on CBS-TV.

Fedders-Quigan Corp., manufacturers of air conditioning equipment, purchased 110 segments of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m.) in one of the largest purchases the show has had. Contract, placed through BBDO, New York, starts Dec. 1 and runs through August 1954.

It is believed that Fedders-Quigan is the first air conditioning firm to buy major network time in tv, and also the first in its field to conduct a large scale out-of-season advertising campaign, as it will be doing the winter months.

General Tire & Rubber Co. will launch a weekly quarter-hour tv show regionally on Nov. 16 in more than 50 markets. D'Arcy Advertising's Cleveland office is placing the business.

Maier Sets $500,000 On Los Angeles Campaign

MAIER BREWING CO., Los Angeles (Brew 102), in a time purchase estimated at $500,000, has begun an intensive tv campaign of six hours filmed programming weekly on the seven Los Angeles stations.

The half-hour film series are *Douglas Fairbanks Presents* and *Dangerous Assignment*, KNBH (TV), both for 52 weeks; *Orient Express* and *Affairs of China Smith*, KECA-TV, both for 13 weeks; *102 Drama Showcase*, KLAC-TV, 52 weeks; *Premium Playhouse*, KTLA (TV), 26 weeks; *Heart of the City* and *Captured*, KTTV (TV), both 26 weeks, and *Star-Time Theater*, KNXT (TV), 26 weeks.

A series of 90-minute feature films, *102 Theatre*, will be run on KHJ-TV for 26 weeks. Agency is Enterprise Advertising Agency Inc., Los Angeles.

FIRST to place business with NBC Radio's Three Plan is Lewis Howe Co., St. Louis, for its Tums. Sponsor will get participations on three different programs: *Fibber McGee & Molly, It Pays To Be Married*, and *Second Chance*. Negotiating the participations are (l to r): seated, Oscar A. Zahner, vice president, Ruthrauff & Ryan, St. Louis; Nelson H. Howe, Howe Co. vice president-general manager; O. C. Uthe, Howe sales vice president; W. T. Dooley, Howe secretary; standing, M. M. Angermeyer, Howe comptroller; George Diefenderfer, account executive, NBC Chicago, and W. P. Littell, Ruthrauff & Ryan Chicago vice president.

Liability Issue Discussed At Agency League Meet

Attorney tells agency men that liability for purchases in behalf of a client depends largely on the nature of the individual contract.

THE QUESTION of the liability of an agency for the time and space purchased on behalf of a client rests, in large part, on the nature of the contract between the agency and the media, according to Morton J. Simon, counsel to the League of Advertising Agencies and a specialist on advertising law.

In a talk before the League in New York on Oct. 8, Mr. Simon took up the question of agency liability, referring at length to the recent suit brought by WGMS Washington against Cohen & Miller Adv., Washington, resulting from the financial difficulties of the client, Phillips Tv and Appliance Inc. Mr. Simon stated that the agency's defense has been that it did not buy time for its own advertising but purchased it as an agent of Phillips and that the station knew of this relationship at the time the advertising was placed.

"Assuming that the time contract did not provide that the agency was to be liable for the cost of the radio time," Mr. Simon said, "we probably have a case similar to the 1913 New York case of *Clarke v. Watt*, in which the court held that an advertising agency, as an agent of the advertiser, is not liable to the publication but that the adveriser himself was so liable."

Cites Other Cases

Mr. Simon cited several other cases in which the courts have contended that the advertising agency is not liable for media charges provided there is no promise by the agency to substitute its liability for that of the advertiser or to supplement the advertiser's liability.

As examples of orders that contain specific provisions under which the agency undertakes responsibility for the charges, Mr. Simon referred to agreements negotiated with some of the television networks, and added:

"We are concerned here with the contract which provides for the 'sole liability' of the advertising agency as it may be set forth in the so-called Standard Order Blank. There is no question but that the agency, if it sees fit to sign such an agreement, is liable to the medium. This is a matter of affirmative and positive legal undertaking. Once again, the rule applicable to the situation is merely an extension of the general rule of the law of the agency. If an agency undertakes to substitute its own liability for that of the principal, the agency is liable. This does not make the agent any the less the legal agent of its principal. It is merely undertaking an additional liability as a matter of contract."

New Youngstown Agency

THE opening of Simon, William, & Robert's Advertising Agency, Youngstown, Ohio, was announced last week by Robert E. Thompson, executive vice president. The new agency has signed *Marjorie Mariner Kitchen Korner Show* on WFMJ-TV Youngstown, for its client, Century Foods, and is handling radio and television shows for the democratic candidate for city mayor, Frank X. Kryzan. Address is 226 S. Phelps St.

SPORTS commentary show on KMOX St. Louis is contracted by The Texas Co., which will sponsor Robert L. Burnes (second from r), *St. Louis Globe-Democrat* sports columnist, in a five times-weekly program. The principals here are (l to r) Don W. Stewart, Texas Co. advertising manager; L. F. Raymond, assistant manager of the Texas Co.'s central territory sales department; Mr. Burnes, and Robert Hyland Jr., KMOX general sales manager.

Subsidies Advocated For Early Color Clients

ADVERTISERS should get a "free ride" from the networks in the early stages of color tv transmission because of the limited audience, William J. Halligan Sr., president of Hallicrafters Co., Chicago, declared last Monday.

Addressing the Advertising Men's Post of the American Legion in Chicago, Mr. Halligan predicted "only a very few complete shows in color at first because of the great expense involved." He felt that at the outset "it would be best for just the commercials to be in color," and called for partial "subsidies" for advertisers.

Mr. Halligan noted the cost of installing color television station transmitting equipment but felt the transition from black and white to color would not be as long as some people think. He said a small quantity of sets would be on the market this spring and that the growth from a "small trickle" to a "mighty stream" would depend entirely on tube production.

NEW BUSINESS

Mishauwaka Rubber & Woolen Mfg. Co. (all weather boots) through Fletcher D. Richards, N. Y., planning television spot announcement test campaign, starting Nov. 2 in Detroit and Indianapolis. Twenty announcements are to be used on each station, spread over varying periods. If successful, expansion is expected.

Sego Milk Products Co., Salt Lake City, will sponsor *Mary Lee Taylor* program, Tues., Thurs., 10:15-10:30 a.m., on Great Western Radio Network (10 NBC stations in Utah, Idaho and Mont.), effective tomorrow (Tues.). This is first program sale for network, which was formed a month ago.

Club Aluminum Products Co. renews *Club Time* on ABC, Saturday, 5:30-45 p. m. CST, for 52 weeks, effective Oct. 31. Agency: Buchan Co., Chicago.

AGENCY SHORTS

Western Adv. Agency Inc., L. A., has taken over packaging and national distribution of *The American Religious Town Hall Meeting*, weekly half-hour panel program currently seen on WMIN-TV St. Paul (Minn.). Inter-denominational panel, consisting of six or seven members of clergy, discusses a variety of subjects, led by moderator and former packager Bishop Leiske. Agency will offer program for live network presentation or possibly on syndicated film basis.

Wayne Welch Inc., Denver adv. and public relations firm, announces it will move to new office building at 800 West 9th Ave. about Nov. 1.

Theodore A. Newhoff Adv. Agency and **Frank L. Blumberg Adv. Agency,** Baltimore, have announced merger of both operations, forming **Newhoff-Blumberg Adv. Agency,** 529 North Charles St., Baltimore.

AGENCY APPOINTMENTS

Papermate Pen Co., L. A., appoints Foote, Cone & Belding, same city. Radio and tv spot announcement campaign is planned for Christmas and 1954. **Sherman Slade** and **Earle Dugan** are account executives.

Charles Antell Inc., Baltimore, names Kastor, Farrell Chesley & Clifford, N. Y., as its advertising agency to handle 1954 appropriation of $2,000,000 for Formula 9, shampoo and soap products.

General Electric Co., Syracuse, N. Y., names Barlow Adv. Agency Inc., that city, to handle community relations advertising campaign. Radio and tv will be used. **B. J. Stapleton,** Barlow radio-tv director and account executive, will head contact group.

Daniel E. Anderson Co., L. A. (distributor for Caroline Leonetti Cosmetics), appoints Geoffrey Wade Adv., Hollywood. **Snowden M. Hunt Jr.,** is account executive.

Southwest Food Products Co., L. A. (Bonnie Brae preserves and jellies and Dude Ranch pancake syrup), appoints Glenn Adv., that city. **G. Del Winkler** is account executive.

Red Snapper Clam Chowder, Burbank, appoints Factor-Breyer Inc., L. A.

Barbizon School of Modeling, N. Y., names Blaine-Thompson Co., N. Y., to direct intensive radio, television and publicity campaign for coming year.

Consolidated Tea Co. (Swee-Touch-Nee tea and coffee) names A. B. Landau Inc., N. Y., to handle its advertising. Media plans as yet undetermined.

National Vulcanized Fibre Co., Wilmington (maker of vulcanized fibre and laminated plastics) names Harris D. McKinney, Phila., to handle advertising, effective Jan. 1.

Megs Macaroni Co., Harrisburg, Pa., appoints Weightman Inc., Phila., for promotion of Pennsylvania-Dutch Brand Bott Boi and egg noodles. Tv is planned.

HYDE, CLARK NAMED IN G-K EXPANSION

Jack Gross and Phil Krasne name Donald Hyde, executive vice president, and Vernon Clark, vice president-general manager of Gross-Krasne in plans for growth.

IN line with continuing expansion plans started when they acquired sole ownership of United Television Programs Inc. [B•T, Oct. 5], Jack Gross and Phil Krasne have announced the appointment of Donald Hyde as executive vice president of Gross-Krasne Inc., taking an active part in overall policy planning. Recently affiliated with Paul Small Artists Ltd., Mr. Hyde formerly served as vice president of U. S. Pictures Corp., after a 14-year association with William Morris as a talent agent.

Vernon Clark, formerly Gross-Krasne studio manager, has been named vice president and general manager of the firm and its California Studios. He also takes over the newly established division for the sale and production of filmed commercials. Active for some time in filming commercials for Lever Bros. (Surf and Lifebuoy), Maier Brewing Co. and other accounts, the firm expects to launch a drive for additional accounts.

Martin Scott, Gross-Krasne comptroller, now will serve as treasurer of all the firm's enterprises, including production activities, operation of California Studios and UTP.

Ben Frye is expected to withdraw Telescriptions and other films from the UTP list, but hasn't done so yet.

Through Gross-Krasne, Eugene Solow, head of Solar Productions Inc., has contracted to produce three half-hour films based on John Steinbeck's "Pastures of Heaven," for inclusion on CBS-TV *Omnibus*. After showings on the Ford Foundation's Tv Workshop, the films will be available for world-wide distribution through UTP.

Harry Horner, motion picture director and 1949 Academy Award winner for black and white art direction on "The Heiress," will direct the Steinbeck scripts, which go before the cameras Thursday. The first film is "Nobody's Fool," starring Thomas Mitchel with Mr. Steinbeck narrating.

Meetings currently are underway in Hollywood to determine whether CBS-TV *Lux Video Theatre* will continue on a live basis or go film. Gross-Krasne filmed three half-hour programs to open the fall season with a fourth in reserve for emergency. Lever Bros. executives will start meetings Oct. 27 to make the live or film decision. The show goes to one hour in January.

VIEWING some completed footage of the National Assn. of Manufacturers' weekly tv film series, *Industry on Parade*, are Arthur J. Lodge Jr., president, Arthur Lodge Productions Inc.; G. W. (Johnny) Johnstone, director, and Roger A. Young Jr., tv newsreel editor, both of NAM's radio-tv department. The series, which last week began its fourth year with weekly showings in 125 cities, runs 13½ minutes, with two 40-second institutional messages.

Jaffe Named to Head MPTV's Eastern Sales

APPOINTMENT of Herb Jaffe, senior account executive of Music Corp. of America, as eastern sales manager of Motion Pictures for Television Inc. was announced last week by Edward D. Madden, MPTV vice president.

Mr. Jaffe

Mr. Jaffe will handle East Coast sales under MPTV's $30 million project embracing the production of "name" tv shows and their sale to national, regional and local advertisers for sponsorship on local tv stations rather than on national networks. First program, *Duffy's Tavern* with Ed Gardner, currently is in production by Hal Roach Jr. MPTV said it is expected to cost nearly $5 million and will consist of 117 half-hour shows. Six other "name" shows are planned.

Mr. Jaffe worked in live television as assistant to the head of MCA's tv department and also organized the company's film syndication division. Before joining MCA he worked in the motion picture, amusement, and public relations fields.

'Inner Sanctum' Film Series Announced by NBC

AVAILABILITY of *Inner Sanctum*, a new series of 39 half-hour tv dramas on film, for syndication by local stations and local and regional sponsors, was announced last week by John B. Cron, national sales manager of the NBC Film Division.

Mr. Cron pointed out that the series, which is being filmed in New York by Galahad Productions, raises to 14 the number of properties the NBC Film Division currently has available for syndication. He said that 13 dramas already have been filmed, and noted that a different cast will be presented in each episode, with performers to include Ernest Truex, Everett Sloane, Constance Ford, Ian Keith and Paul Stewart.

The series is being produced by Hi Brown, originator of *Inner Sanctum* on radio. The production staff includes Allan Neuman, director; Mende Brown, associate producer, and Richard Sylbert, set designer. The production will be supervised by Stanton M. Osgood, manager of production for the NBC Film Division, and co-ordinated by George Wallach.

From 1941-52, *Inner Sanctum* was presented on radio and was said to have been renewed a total of 46 times by such national advertisers as Colgate-Palmolive-Peet, Carter Products, Thomas J. Lipton, Emerson Drug and Mars Candy.

Loew, Berger Purchase Standard Television Co.

STANDARD Television Co., wholly-owned subsidiary of Standard Capitol (a financing firm), has been bought by Marcus Loew II, president, and Bob Berger, vice president-general sales manager, for approximately $20,000.

The transaction calls for Messrs. Loew and Bergen to take over distribution rights of the firm's motion pictures, but they will not own the product. Standard Television, according to Mr. Berger, is concluding negotiations to distribute a wrestling film library for Harriscope Inc., Beverly Hills, Calif. He said additional acquisition of distribution rights to two new half-hour film series will be announced next month.

Standard Television will move its West Coast headquarters to 321 S. Beverly Drive, Beverly Hills, and plans to expand its New York sales organization, Mr. Berger said.

NBC Film Package Bought by Crosley

SALE of the NBC Film Division's package of 26 feature films to the Crosley Television Network for showing on WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWA (TV) Atlanta, was announced last week by John B. Cron, national sales manager for the NBC Film Division.

Mr. Cron said the division has enjoyed an increase in sales activity during the past few weeks, pointing out that three properties currently are being presented in more than 100 markets. He listed them as *Dangerous Assignment* (135), *Hopalong Cassidy* (129) and *Douglas Fairbanks Presents* (102).

Other properties include *The Visitor*, which has been sold in 51 markets; *Captured*, 58 and *Badge 714*, 69.

Foley Sets Race Films

SERIES of 26 quarter-hour films titled *The Thoroughbred*, with production budget of $300,000, will be put into production this month by George F. Foley Inc., New York, in cooperation with the Thoroughbred Racing Assn. (a group of major race tracks in the nation). The films will be released after Jan. 1.

COMPLETE stability for the motion picture camera is given by this new "crab" dolly in shooting of *Inner Sanctum* tv film series. Examining the dolly are (l to r) Himan Brown, Galahad Productions, producer; Robert W. Sarnoff, vice president in charge of the NBC Film Division, and Carl M. Stanton, division director.

Film Sales

Guild Films Co., New York, announced last week that it has signed the 110th station for its half-hour *Liberace* tv filmed program and claimed that the pianist is now carried on more stations weekly than any individual entertainer in television. Latest stations to sign up for the show, according to Guild, are WTVP-TV Decatur, WBUF-TV Buffalo, XELD-TV Brownsville, WFMS-TV Youngstown, KCJB-TV Minot, KDRO-TV Sedalia, WTVE-TV Elmira, KRTV (TV) Little Rock, WEAU-TV Eau Claire, and KGTV (TV) Des Moines.

•

Screen Gems Inc. reported last week that *The Big Playback*, weekly quarter-hour sports filmed program, currently is being carried on 69 stations. The program, which features **Bill Stern,** was originally produced for and is still being carried on 46 stations by the **Ethyl Corp.**

Production

SIGNING of **Peter Godfrey** as director of the first eight *Janet Dean, R.N.* tv films was announced last week by **Ella Raines,** president of **Cornwall Productions.** The firm, which was organized several weeks ago [B•T, Oct. 12,] will start production on the series, starring Miss Raines, on Nov. 1.

•

Princeton Film Center Inc., Princeton, N. J., announces that the **Columbus Boychoir** will be seen on tv in a Christmas feature film "Christmas Carol Vignettes," a special half-hour holiday program being released this month for sponsored tv programming. Produced by **Sherman Price** with musical direction by **Herbert Huffman,** the film provides 26½ minutes of carols and three minutes for opening and closing sponsor credits or other local announcements against a background of Christmas music.

•

American Cities Productions Inc., Hollywood, has been formed by writer **Jack Townley** and director **Jean Yarbrough.** In December firm will start filming of two half-hours in *Policewoman* series, with San Francisco story background, shooting both in S. F. and Hollywood.

•

George F. Foley Inc., N. Y., tv film production firm, has signed to produce 13 five-minute films on the Coast Guard Academy for the U. S. Coast Guard.

•

Family Theatre, Hollywood, has secured rights to the Spanish-produced feature film, "Dawn of America," based on **Christopher Columbus,** for Thanksgiving Day release to tv stations at no charge. Film is being cut to 60 minutes with English dubbed in.

•

Screen Gems Inc., Hollywood, is completing filming on "The Fugitives" for NBC-TV *Ford Theatre*. Co-stars **Barry Sullivan** and **Anita Louise** are each making a second appearance on the series. **Phil Karlson** directed his first film for the firm.

Distribution

M & A Alexander Productions, Hollywood, has acquired tv distribution rights to *Boss Lady*, half-hour filmed series produced originally by **Jack Wrather** for **Procter & Gamble's** 1952 summer replacement of NBC-TV *Fireside Theatre*. Situation comedy half-hour series stars **Lynn Bari** and **Glenn Langan** in 13 programs.

UHF OPERATORS ESTABLISH OWN TRADE ASSOCIATION

Group to further the cause of ultra high frequency operation and to avoid pitfalls that beset fm. Formed Oct. 14, the new association met for the second time last Friday.

THE "little" guys have banded together and they hope to scrap their way to the level of the "big" boys.

That is the meaning of the formation of the Ultra High Frequency Assn., announced last week.

Comprising uhf station operators and grantees, UHFA hopes to protect and enhance uhf television. Need for protection and the realization that unless they combined in numbers they would never match the present superior position of vhf operators and permitteeholders brought about an initial Washington meeting two weeks ago [CLOSED CIRCUIT, Oct. 12].

A second meeting took place in Chicago Friday.

Underlying concern among uhf broadcasters —openly admitted by those who have pledged themselves to the new association—is that uhf may turn out to be "another fm."

In another vein, one spokesman put it this way: "Unless we sell networks, advertisers, agencies and the public on the worth of uhf, we'll all be just a bunch of 250-watters."

The non-profit association was incorporated in the District of Columbia Oct. 14. General counsel is William A. Roberts, senior partner of the Washington law firm of Roberts & McInnis. Mr. Roberts has long represented Allen B. DuMont Labs. in Washington. He was also counsel for the Television Broadcasters Assn., before it merged with NARTB.

Acting executive secretary is Melvin A. Goldberg, former DuMont Television Network official and present deputy director of the Office of Research and Evaluation, U. S. Information Agency, on a consulting basis.

Public relations chief is Washington newspaperman J. Bernard McDonnell.

Attending Meeting

Representatives of eight uhf stations participated in the first meeting. They were:

Paul Peltason, WTVI (TV) Belleville, Ill. (St. Louis); Marshall H. Pengra, KSTM-TV St. Louis; Harold Cowgill, WTBP (TV) Decatur, Ill.; Ted Nelson, WFIE (TV) Evansville, Ind.; U. R. Norman, WTVH-TV Peoria, Ill.; Lou Poller, WCAN-TV Milwaukee; Brownie Ackers, WEEK-TV Peoria, Ill.; Jack Garrison, KACY (TV) Festus, Mo. (St. Louis).

First move, it is understood, will be to lend assistance to uhf operators and grantees in Milwaukee where an additional vhf channel has been proposed.

In Milwaukee, the Commission has proposed to allocate vhf ch. 6 to Whitefish Bay, six miles from that city.

A counter-proposal to delete unassigned vhf chs. 4 and 11 from St. Louis was filed last week by KSTM-TV (see separate story on page 54).

Other trouble spots, according to a UHFA source, are New Orleans, Duluth, Watertown, N. Y., and Sacramento, Calif.

"Assumption is," the same UHFA source explained, "that our people knew what they were up against when they applied for uhf grants in mixed (vhf-uhf) cities. We're not going to sit by and see the Commission derogate the allocations table by adding more vhf channels —which will make it tougher for us all along the line."

A second UHFA objective, it was stated, is to put pressure on manufacturers to hurry commercial production of high-powered uhf transmitters and low-priced converters and receivers.

Uhf stations are permitted a maximum of 1,000 kw from 2,000-ft. antennas. Thus far only 12 kw transmitters have been put into commercial production. These give about 200-250 kw effective radiated power with high gain antennas.

The cost of uhf converters and receivers capable of receiving uhf, plus the more critical receiving antenna installation, ranging from $35 to $75, is considered another barrier to the quick acceptance of uhf, it was said.

UHFA spokesmen were quick to point out that it had no connection with the group of uhf grantees who are pushing for the acceptance of subscription-tv [B•T, Aug. 10, et seq.].

Statement of objectives, contained in the UHFA announcement, was as follows:

The immediate problems include the need for restoration of the principles announced by the Federal Communications Commission at the time it created ultra high frequency broadcasting by the adoption of its own allocation and processing plans.

Changes in priority of consideration of applications, the over-simplification of processing of vhf applications, and now, the consideration of rule-making procedures to modify and weaken the allocation pattern and the standards of good engineering practice, require firm and well-equipped representations.

The Association will have the necessary staff to accomplish its purposes of research, investigation and the transmission of information concerning the status of equipment, facilities and practices in ultra high frequency television.

The announcement said that the organization planned "immediate" entry into several proceedings now pending before the FCC. It also plans a promotion campaign on the "superiority" of uhf and the "desirability" of all-wave equipment for advertisers, agencies and the public. The organization will "examine and act" with respect to network and intercity cable allocations as they affect uhf stations, the statement concluded.

Upper Midwest Sales Meet Set for Minneapolis Nov. 5

"REBIRTH of a Salesman" is the slogan of the Seventh Annual Upper Midwest Sales Conference to be held Nov. 5 at the Hotel Radisson, Minneapolis, according to Douglas R. Manuel, general chairman of the event.

Themed as an "Old Fashioned Revival," the all-day conference beginning at 8 a.m. is expected to draw about 800 sales and merchandising executives. The conference is sponsored by the Minneapolis Chamber of Commerce and the Minneapolis Sales Executives in cooperation with other sales and educational groups.

Among the speakers: J. C. Doyle, manager of sales and advertising, Ford Motor Co.; R. P. Wagner, manager, industrial products advertising and sales promotion, Westinghouse Electric Corp.; Under Secretary Walter Williams, U. S. Dept. of Commerce, and executives of Charles Bury & Assoc., Institute of Human Science, C. H. Masland & Sons Inc. and the Hoover Co.

Work Together

PLANS for close working cooperation between the Advertising Federation of America and the Advertising Association of the West have been drawn up by a joint committee of the two organizations and will be submitted to their boards for approval, it was announced last week. The joint committee agreed on joint action on certain projects, including Advertising Recognition Week, Feb. 14-20, 1954; the campaign to promote public understanding of advertising, integrity in advertising campaigns, legislation and education.

AAAA SCHEDULES EASTERN MEET

THE 1953 eastern annual conference of the American Assn. of Advertising Agencies will be held Nov. 23-24 at the Hotel Roosevelt in New York, with major addresses by Ben Duffy, president of BBDO; Roy Whittier, retired chairman of plans board of Young & Rubicam; Atherton Hobler, chairman of the executive committee of Benton & Bowles, and Earle Ludgin, chairman of the board of AAAA.

More than 200 agency men and women from the New York, New England and Atlantic States councils of the AAAA are expected to take part in the conference. The meetings are open only to members of the AAAA because of the demand for seating, Edwin Cox, senior vice president of Kenyon & Eckhardt and chairman of the conference, reported.

Theme of the two-day session will be: "What's New in Advertising?"

New ideas, new trends and new thinking will be explored at 13 group meetings scheduled for the conference in the following areas: Copy and art, trade and industrial advertising, radio and television production; marketing, international advertising, management, research, contact, media, publicity and public relations.

The radio and television production committee for the conference is composed of Rod Erickson, Young & Rubicam, chairman, and Wickeliff Crider, Kenyon & Eckhardt; Arthur Pryor, BBDO; James Douglass, Ted Bates & Co., and L. T. Steele, Benton & Bowles.

Pennsylvania AWRT Holds Pittsburgh Meet

AMERICAN Women in Radio & Television in Pennsylvania met for their second annual conference at Pittsburgh's William Penn Hotel Oct. 10. State Chairman Alma Cramer of WARD Johnstown presided at the session with co-chairmen Jean Connelly, WDTV Pittsburgh, and Gertrude Trobe, WBVP Beaver Falls.

Two panel discussions featured the meeting. The first—"Your Participation in Radio and Television"—was moderated by Jane Smith, WCRO Johnstown, with panelists Rachel Adler, assistant editor, *Tv Guide;* T. J. MacWilliams, timebuyer, Smith, Taylor & Jenkins, and Frank R. Smith, WBVP president.

The other panel—"Personality-Plus-Minus"—was moderated by Dolly Banks, WHAT Philadelphia, with panelists Bess Kallas, WKBI St. Mary's; Linda Dial, WPGH Pittsburgh, and Jane Ellen Ball, WJAS Pittsburgh.

FIVE NARTB DISTRICTS YET TO MEET; NATION-WIDE SLATE CLOSES NOV. 5

Districts 5, 4 and 3 convene this week, with the last sessions (Districts 2 and 1) to conclude the gatherings next week.

THIS week's NARTB district meetings in Atlanta, Asheville, N.C., and Philadelphia will leave only two more districts to iron out their broadcasting problems and end this year's district gatherings series.

Scheduled for Monday-Tuesday is Dist. 5 (Ga., Ala., Fla., P.R.) at Atlanta's Henry Grady Hotel; for Wednesday-Thursday, Dist. 4 (N. C., S. C., Va., D. C., and Montgomery and Prince Georges Counties, Maryland) at Grove Park Inn, Asheville, and for Friday-Saturday, Dist. 3 (Pa., Del., Md., W. Va.) at Philadelphia's Bellevue-Stratford Hotel.

After This Week

The remaining meetings after this week are Dist. 2 (N. Y., N. J.) on Oct. 29-30 at the Ten Eyck Hotel, Albany, and Dist. 1 (New England) on Nov. 4-5 at Boston's Somerset Hotel.

Last week's meetings were those of Dist. 12 (Kan., Okla.) at Lake Murray Lodge, near Ardmore, Okla., on Monday-Tuesday; Dist. 13 (Tex.) at the Adolphus Hotel, Dallas, on Wednesday-Thursday; Dist. 6 (Miss., La., Ark., Tenn.) at the Buena Vista Hotel, Biloxi, Miss., on Friday-Saturday.

The Dist. 12 broadcasters heard opening remarks by Jack Todd, KAKE Wichita, district director; an annual report by NARTB President Harold E. Fellows, and talks by Ralph Hardy, NARTB government relations director; Dick Doherty, NARTB employe-employer relations director, and O. L. (Ted) Taylor, of O. L. Taylor Co., station representatives.

A round table discussion included methods of compensating salesmen, sales practices, double billing, accounting practices, collections, staff and station needs, lotteries, news and public relations.

Participating in the round table talks were L. A. Blust Jr., KTUL Tulsa; Cy Casper, WBBZ Ponca City; Bill Hoover, KADA Ada; John Riesen, KVSO Ardmore; Frank Lane, KRMG Tulsa, and Matt Bonebrake, KOCY Oklahoma City.

Harold Anderson, KOLN-TV Lincoln, Neb., presided at the tv management clinic, and presented the story of his operation. Messrs. Blust, Casper, Hoover, Riesen, and Bob Schmidt, KAYS Hays, Kan., served as a resolutions committee.

Dist. 12 passed resolutions expressing confidence in and calling for a vigorous NARTB, praising President Fellows, thanking Mr. Todd for his two terms as district director and Mr. Riesen for arranging the distict meeting and calling on NARTB to resist discrimination against radio in sports news, asking that the matter be kept in a top priority position among NARTB activities.

One resolution asked district broadcasters to call upon all segments of the industry to reaffirm support of radio and urge all to do or say nothing depreciating radio, its value, its program service and its high valuation by the people as a primary source of news, education and entertainment.

Also passed was a resolution calling for a study to determine whether radio and tv matters should be separated on district meeting agendas. Tabled was a resolution asking that consideration be given to holding district meetings and NARTB national conventions during alternating years.

Taylor At Dallas

At the Dist. 13 meeting in Dallas 83 broadcasters heard a Wednesday luncheon talk by Mr. Taylor, who also spoke at the Dist. 12 meeting at Ardmore. In his address, "Selling Radio," he advised:

"Quit selling ratings and sell success stories; sell the sales powers of radio." Mr. Taylor urged broadcasters to learn how to sell competitively against other media. "Teach your salesmen the use of shoe leather," he said.

Broadcasters, said Mr. Taylor, should (1) sell radio to themselves and to their staffs, (2) sell radio to the listener and (3) sell it to the advertiser. "Merchandise your audience story so that the advertiser knows your potential—your plus selling factors," he said.

Harold Anderson, who also spoke at the Dist. 12 meeting, in a talk Thursday to the Dallas tv management clinic, gave his audience

THIS group at NARTB Dist. 12 meeting at Ardmore, Okla., included (l to r): seated, Hale Bondurant, KFBI Wichita; Sally Kean and Harold Fellows, president, both NARTB, and Hap Anderson, KOLN-AM-TV Lincoln, Neb.; standing, Grover Cobb KVGB Great Bend, Kan.; Jack Todd, KAKE Wichita, Dist. 12 director, and John E. Riesen KVSO Ardmore, Okla.

this advice: "Before you go into tv, make a comprehensive study of your market from every conceivable angle. After you get into tv, anticipate the inevitable losses and be sure initial capital is ample to finance you through the early trial and error periods.

"Hire a qualified tv engineer to supervise technical and production aspects, because no small station can afford to hire a complete, experienced staff at the beginning. The qualified engineer can train your personnel from the start and save you countless dollars."

Others on the tv panel were: Ralph Nimmons, WFAA-TV Dallas; George Storer Jr., KEYL (TV) San Antonio; Jack Harris, KPRC-TV Houston; Joe Bryant, KCBD-TV Lubbock; W. D. Rogers Jr., KDUB-TV Lubbock; Frank Myers, KCMC-TV Texarkana; Ken Brown, KWFT-TV Wichita Falls, Dist. 13 director, and John Crandall, Sherman & Marquette, New York.

Resolutions commended President Fellows and NARTB staff members for their part in the meeting, Dist. 13 Director Brown and Messrs. Crandall, Taylor and Anderson for their talks.

Members of the resolutions committee were: Chairman Jim Curtis, KFRO Longview; Mr. Rogers of KDUB-AM-TV; C. B. Locke, KFDM Beaumont; Alex Keese, WFAA Dallas, and Eugene Roth, KONO San Antonio.

FLANAGAN SAYS NETWORK PRESSURE MAY DRAW MORE FEDERAL REGULATION

Station Representatives Assn. head throws another barb in current battle with networks over spot business. He tells New York meeting that network pressure already is 'excessive.'

EXCESSIVE network pressure on the affiliated stations could easily lead to further and more stringent regulation of broadcasting by the FCC, which may receive broader powers from Congress calling for the licensing of networks as well as stations, or to action by the Dept. of Justice, T. F. Flanagan, managing director, Station Representatives Assn., declared Wednesday.

Speaking before a luncheon meeting of the Radio & Television Executives Society in New York's Roosevelt Hotel, Mr. Flanagan made it plain that he considers the pressure already exerted by the networks to fall within the "excessive" category. Citing renewed network efforts to persuade stations to name them as sales representatives for spot as well as network business, to persuade affiliates to take network programs in station time or "to give up income so that the network can have more income," and to "force traditional non-network business into network spot carriers with obvious lesser financial opportunity for the station," he asserted:

"Tv gives the networks a picnic for pressure and they sure apply it. In present day business morality, the exercise of that pressure is all that is needed for its removal by Dept. of Justice action."

Station operators, Mr. Flanagan said, report networks offering them tv affiliations in exchange for representation contracts and increases in tv network rates if they will agree to raise their spot rates, too.

Mr. Flanagan referred to the new Mutual plan, under which the network "pays" its affiliates for carrying network commercials up to five hours a day not in money but by providing them with 14 hours a week of programs which the stations may sell locally, retaining all the revenue, and said it "will be interesting" to see what happens.

"Is this an invasion of the stations' non-network business?" he asked. "Is it true that Mutual can sell spot announcements in network shows at a price determined by Mutual? Will Mutual do it? If so, how can the station sell announcements at any other rate than the rate set by the network?" And he added: "The network rate could be mighty low."

Giving the networks "due credit" for their early contributions to broadcasting, Mr. Flanagan said, "The networks created the broadcasting business by creating new program ideas, new formats. . . . Since the show's the thing, the networks soon saw the power of programming and proceeded to sew up the talent, the show. Now they have the programs, the option time, the power to decide station rates on network programs."

He had some specific recommendations as to what stations can do to prevent the networks from abusing their power. First, he said, "there should be a strong body to speak for the stations." SRA, he pointed out, does the best it can, "but we are not an association of stations; our members are merely their agents."

Despite this handicap, Mr. Flanagan noted that SRA "did a good job a few years back when our number one advertiser, a network and an agency ganged up to try to freeze tv station rates for two or three years. A good dose of publicity stopped it."

Second, he stated, "we should define the economically necessary fields of national and regional network and non-network business."

"Third, stations should have the right to reject network programs for any or no reason, as they may under FCC regulations.

"Fourth, stations should build up their local and national spot business against obvious hurricanes forming off-shore.

"Fifth, stations should have complete control over their rates, including (not excluding, as at present) rates for network programs.

"Sixth, networks should discipline themselves into avoidance of the use of the pressures and controls that their present power gives them.

"Seventh, in television, transmission that is not simultaneous, not interconnected, is spot business."

RECNE Changes Name To Include Tv, Advertisers

THE first 1953-54 meet of the Radio Executives Club of New England was in Boston last fortnight. First order of business was to approve a new name for the group: Radio, Television & Advertising Executives Club of New England.

C. Herbert Masse, club president and sales manager of WBZ-TV Boston, presided at the session. Appointment of Ben Bartzoff, vice president-general manager of WVOM-TV Boston, as second vice president of the group was confirmed.

Featured was an address by Ralph H. Harmon, engineering manager and director of Westinghouse Radio Stations, Washington, who described research on radio and tv efficiency measurements.

Mr. Masse announced committee chairmen to serve for the year. They are:

Program—John J. Hurley, general manager, WNEB Worcester; rules and constitution—Harry Wheeler, of Bertha Bannan, station representatives; membership—Rudolph Bruce, advertising manager, New England Coke Co.; reception—Helen C. Herrigan, Chambers & Wiswell Inc.; publicity—Marie H. Houlahan, WEEI Boston, CBS Radio; Christmas party—C. M. Meehan, WBZ sales manager; breakup party—John A. Keary, Sutherland & Abbott Inc.

ON HAND for first fall meeting of the newly-named Radio, Television & Advertising Executives Club of New England are (l to r): seated, Ralph H. Harmon, Westinghouse Radio Stations; C. Herbert Masse, club president and WBZ-TV Boston sales manager; W. C. Swartley, manager, WBZ-TV; standing, Doty Sinclair, WJAR-TV Providence, R. I.; Rudy Bruce, New England Coke Co.; Tom Bateson, WNAC-TV Boston; Richard E. Farnham, WBZ-TV, and George Hallberg, WNAC.

WDAY-TV

(FARGO, N. D.—CHANNEL 6)

COVERS THE NATION'S THIRD-BEST* COUNTY IN RETAIL SALES PER FAMILY!

(WITHOUT OVERLAP FROM ANY OTHER TV STATION!)

And *besides* — Cass County, Fargo's home county, is the nation's 73rd wholesale market. Fargo ranks higher in wholesale sales than many larger cities such as Camden, New Jersey and Wilkes-Barre, Pennsylvania.

Which is just to say that our Hayseeds throughout the rich Red River Valley make a *whole lot* of mazoola — and spend it rapidly on practically everything you can think of, including television receivers and your products!

May we — or Free & Peters — give you the whole story?

**Cass County is third-best among all U. S. counties of over 50,000 population.*

Affiliated with NBC • CBS • ABC • DUMONT

FREE & PETERS, INC., Exclusive National Representatives

The Basic Benefits o

Select these Stations for SPOT RADIO

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	CBS	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk-Newport News	ABC	5,000
WPTF	Raleigh-Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	C.P. 50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

Benefits of SPOT RADIO

4 "Choice of Programs– To Fit Your Needs!"

by WILLIAM W. BRYAN
Manager, Detroit Office

All Americans may be born "equal" before the law —but oh, how different they are in tastes, habits, needs and desires.

A lot of these differences are regional. So much so that audience ratings for even the biggest national radio shows often vary by hundreds of percents, from city to city.

This sets up one of the *basic* advantages of Spot Radio. It permits alert advertisers to *capitalize* on local or regional program preferences — to select programs which appeal to their best prospects in any or every market.

Most of the top-notch stations listed at the left have local Spot Radio programs that out-rate and *out-sell* big-time network shows — and save their sponsors' money at the same time.

1 CHOICE OF MARKETS
2 CHOICE OF STATIONS
3 CHOICE OF TIME
4 CHOICE OF PROGRAMS
5 CHOICE OF AUDIENCES
6 CHOICE OF BUDGETS
7 CHOICE OF MERCHANDISING

FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

65 FIRMS OPPOSE SMALLER FM BAND

ATTEMPTS to slice into the 88-108 mc band used by fm broadcast stations to obtain new frequencies for industrial communications drew the organized opposition of 65 electronic manufacturers meeting in New York Thursday under auspices of Radio-Electronics-Tv Mfrs. Assn.

The manufacturers adopted a resolution notifying the FCC they are opposed to any attempts to reduce the size of the fm broadcast band. The resolution was adopted by RETMA's high-fidelity sound equipment section, a unit of the Sound & Amplifier Division.

The resolution cited recent developments in high-fidelity broadcasting and pointed to increased fm activity in the band. New methods and equipment will permit increased fm public service activity, the resolution noted.

Fear that industrial users would try to break down the fm broadcast band followed a talk by FCC Comr. E. M. Webster Sept. 21 at the NARTB Dist. 14 meeting at Sun Valley. Comr. Webster told the NARTB group the FCC might look into requests of industrial users unless the 88-108 mc band is more widely utilized for broadcast purposes.

Attending the RETMA session, held during the New York Audio Fair (see story, page 70), were engineering representatives of most of the major firms making radio and sound equipment as well as the expanding list of firms making components and high-fidelity gear for custom installations.

Efforts to adopt a code of advertising practice or certified hi-fi seal were delayed as spokesmen for small equipment firms claimed such a set of standards would bring down all hi-fi gear to the minimum level and thus benefit the large manufacturers.

Speakers charged that some of the current hi-fi advertising claims are false and "just plain lies." It was claimed the terms hi-fi and high-fidelity are becoming meaningless because they are applied loosely to inferior equipment.

F. H. Slaymaker, Stromberg-Carlson Co., chairman of a subcommittee that has been drawing up minimum hi-fi standards for industry-wide use, reported on some of the definitions agreed on by the group. Suggested minimum for speakers was a 60-10,000 cycle audio range plus or minus 8 db. This was a disappointment to some of the makers of precision speakers but it was explained that it ruled out a heavy share of cheap table-model radio speakers.

After Mr. Slaymaker had completed reading the standards, the meeting developed into a lively exchange of charges directed mostly at large manufacturers.

Finally Howard Souther, Electro-Voice, chairman of the RETMA High-Fidelity Committee, agreed to name a special committee to study what action should be taken toward drawing up a code of advertising practices.

Glen McDaniel, RETMA president, said RETMA and the Federal Trade Commission expect to be in agreement before the year's end on a code of fair practices for the set manufacturing industry. He said any advertising code or hi-fi seal would involve voluntary compliance to avoid antitrust laws. He said Better Business Bureau will cooperate with manufacturers by putting out a hi-fi booklet and checking up on equipment carrying hi-fi claims. He said that if the committee adopted hi-fi definitions and standards they would be submitted to FTC for possible inclusion in the fair-practice code.

Ridgway to Address RTNDA

ARMY Chief of Staff Gen. Matthew B. Ridgway will address the Radio-Television News Directors Assn. during the group's Oct. 26-28 convention in Washington [B•T, Oct. 12]. Tom Eaton, WTIC Hartford, Conn., association president, said that Gen. Ridgway will speak at a Pentagon session with Defense Secretary Charles E. Wilson and Asst. Secretary Fred Seaton.

Thad Holt Addresses Alabama Broadcasters

ALABAMA Broadcasters Assn. members were told that "radio can do for Alabama whatever you radio men and women want it to do" by Thad Holt, Birmingham radio pioneer, at a luncheon Oct. 9 on the U. of Alabama campus at University, Ala.

Addressing more than 100 members of ABA, Mr. Holt added, "It is that powerful a force in our state today." He listed prosperity, progressiveness and peace as things he wants for Alabama. Mr. Holt contrasted radio's pioneers with broadcasters of today, who, he said, are successful businessmen and molders of public opinion.

A panel discussion, "How I Get and Keep My Listeners," was moderated by Lionel Baxter, WAPI Birmingham. The panel included talks on disc jockey, hillbilly, quiz, sports, farm and women's programs. The Oct. 10 program featured talks on civil defense in Alabama by Col. J. M. Garrett Jr., Montgomery, and Ernest C. Theleman, Washington, D. C., FCC area supervisor for the South Central states. Hudson Miller Jr., WKUL Cullman, moderated this program.

'Committee Selling' Practice Grows

GROWING practice of metropolitan radio stations forming committees to jointly solicit major local advertisers was described last week by Kevin Sweeney, vice president of BAB, as "the most important advance in media selling in the past ten years." Mr. Sweeney made this observation during a talk before the fall meeting of the Indiana Broadcasters Assn., French Lick, Ind. He told the group that committees have been formed in at least 25 large cities to prepare a plan for submission to major local accounts.

The concept of "committee selling" will be extended to the national advertising field late this month, Mr. Sweeney disclosed, when committees of BAB member stations in the top 34 cities in the country will call on district managers, field executives and dealers of two major national advertisers recommending larger allocations of their advertising budget to radio.

ADVISORS TO AID FORD WORKSHOP

AN ADVISORY board of nine prominent citizens has been composed to help the Ford Foundation's Tv-Radio Workshop chart its course, Robert Saudek, director of the workshop, announced last Friday.

Members of the newly established board are: Gen. Lucius D. Clay, chairman, Continental Can Co.; William I. Nichols, editor, "This Week" magazine; Dr. Nathan Marsh Pusey, president, Harvard U.; Robert E. Sherwood, playwright; Frank Stanton, president, CBS; Francis H. Taylor, president, Metropolitan Museum of Art; Niles Trammell, consultant; Alexander M. White, president, American Museum of Natural History, and James Webb Young, consultant.

AD UNDERSTANDING AIM OF AFA DRIVE

ADVERTISING Federation of America Thursday launched its fifth campaign to increase public understanding of advertising with an announcement stressing that television spot film announcements will be used for the first time on the project.

The addition of tv spots, according to Ralph Smith, chairman of the national campaign committee and a vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is expected to increase coverage of the campaign during the coming year and "improve public receptivity." He said that the 10-second tv announcements with eight-second sound track will point up the campaign theme of "America Lives Better Because of Advertising."

The support of the radio broadcasting industry has been "especially encouraging," Mr. Smith added, pointing out that all four major networks already have given 10- to 15-minutes time on their private "closed-circuits" to urge affiliates to give AFA material "repeated usage when it is available." Nine spot announcements recorded on a single vinylite record will be made available to stations, he said, as well as printed scripts. More than 900 radio stations used AFA material in past years.

Commenting on the AFA campaign, William B. Ryan, president of BAB, declared:

"People will not buy if they do not believe advertising claims. I am sure every radio operator will use every announcement provided by AFA—and supplement these with some of his own—and often."

Among those who helped plan the campaign as members of Mr. Smith's committee were Frederic R. Gamble, president of AAAA; Anthony LaSala, vice president, Geyer Advertising, and Roy Meredith, radio and tv director.

Tv Accented at Meeting Of AAAA Central Council

ANNUAL meeting of the AAAA Central Council was held at the Blackstone Hotel in Chicago last week, with television occupying a prominent place on the agenda.

Sessions were conducted behind closed doors Thursday. Thomas D'Arcy Brophy, president of the American Heritage Foundation, addressed a luncheon meeting Friday. Speakers and topics were these:

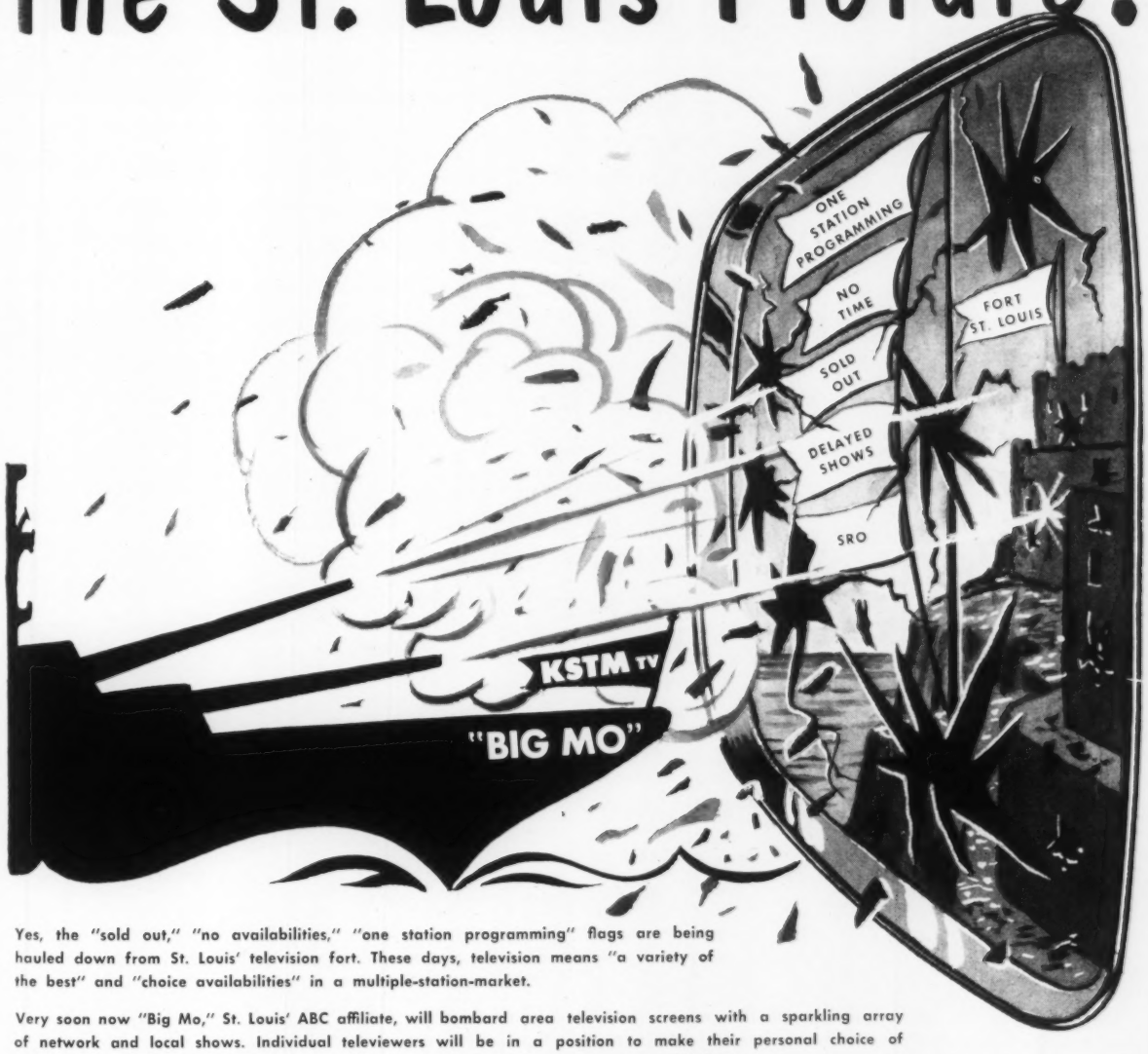
Frederic Gamble, AAAA president, "State of the Industry"; Richard DeRochmont, J. Walter Thompson Co., "Fulfilling Television's Promise"; Fairfax Cone, president of Foote, Cone & Belding, "Ten Tv Commercials I Wish We Had Done"; Lou Brockway, executive vice president of Young & Rubicam, "The Importance of Environment"; Earle Ludgin, president of Earle Ludgin & Co. and AAAA national chairman, "Theirs Is the Future"; Dr. John Jeuck, U. of Chicago business school, "Education for Advertising."

Deason Named President Of Texas Broadcasters

WILLARD DEASON, vice president-general manager of KVET Austin, was elected president of Texas Assn. of Broadcasters at its Oct. 8-9 meeting. Louis R. Cook, KNOW Austin, was elected vice president, and Richard Lewin, KTRE Lufkin, secretary-treasurer. New directors elected were Tom Kritser, KGNC Amarillo; George Cranston, WBAP Fort Worth, and W. C. Fouts, KSFA Nacogdoches.

Speakers at the sessions, held at Mineral Wells, included Sen. Lyndon Johnson (D-Tex.) and Elmo Wheeler, sales specialist. Attendance (141) was the largest in TAB history.

"Big Mo" Has Changed the St. Louis Picture!



Yes, the "sold out," "no availabilities," "one station programming" flags are being hauled down from St. Louis' television fort. These days, television means "a variety of the best" and "choice availabilities" in a multiple-station-market.

Very soon now "Big Mo," St. Louis' ABC affiliate, will bombard area television screens with a sparkling array of network and local shows. Individual televiewers will be in a position to make their personal choice of programs, and advertisers will have a wider selection of program and spot availabilities.

Yes, the St. Louis television picture has changed . . . thanks to KSTM-TV. Get on the main deck now! Join the steadily growing list of important forward-looking national and regional advertisers aboard "Big Mo" . . . St. Louis' most-welcome, new television battlewagon.

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

FACTS & FIGURES

'Lux Theatre' Leads Nielsen Radio List

THE CBS Radio *Lux Radio Theatre* led A. C. Nielsen Co.'s list of top 10 network evening radio programs for the Sept. 6-12 week, with 1,611,000 homes reached. CBS Radio's *People Are Funny* was No. 2. The Nielsen listings:

NATIONAL NIELSEN-RATING
TOP RADIO PROGRAMS
SEPTEMBER 6-12, 1953
NIELSEN-RATING *

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
(Average For All Programs)		(1,611)
1	Lux Radio Theatre (CBS)	3,133
2	People Are Funny (CBS)	3,088
3	Best of Groucho (NBC)	3,043
4	Great Gildersleeve (NBC)	2,954
5	Dr. Christian (CBS)	2,820
6	My Little Margie (CBS)	2,685
7	Mr. and Mrs. North (CBS)	2,596
8	Railroad Hour (NBC)	2,596
9	Arthur Godfrey's Scouts (CBS)	2,506
10	Dragnet (NBC)	2,462
EVENING, MULTI-WEEKLY		
(Average For All Programs)		(985)
1	One Man's Family (NBC)	2,372
2	News of the World (NBC)	2,148
3	Lowell Thomas (CBS)	1,343
WEEKDAY (Average For All Programs)		(1,522)
1	Arthur Godfrey (Nabisco) (T & Th) (CBS)	2,909
2	Arthur Godfrey (Nabisco) (Fri.) (CBS)	2,820
3	Arthur Godfrey (Liggett & Myers) (CBS)	2,641
4	Arthur Godfrey (Pillsbury) (CBS)	2,551
5	Romance of Helen Trent (CBS)	2,462
6	Arthur Godfrey (Toni) (CBS)	2,372
7	Arthur Godfrey (Frigidaire) (CBS)	2,372
8	Ma Perkins (CBS)	2,372
9	Arthur Godfrey (Lever) (CBS)	2,283
10	Our Gal, Sunday (CBS)	2,238
DAY, SUNDAY (Average For All Programs)		(627)
1	Arthur Godfrey Digest (CBS)	1,164
2	World Music Festivals (CBS)	1,164
3	Lutheran Hour (MBS)	806
DAY, SATURDAY (Average For All Programs)		(1,253)
1	Stars Over Hollywood (CBS)	2,104
2	Theatre of Today (CBS)	2,104
3	Fun For All (CBS)	1,835

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience Basis is used.

Copyright 1953 by A. C. Nielsen Co.

Nielsen Adds Nine Clients For Its Radio-Tv Services

ADDITION of nine new clients for its various radio and television services was announced last Monday by A. C. Nielsen, president of the market research firm bearing his name. Clients are in the advertiser, agency and program production categories.

Among the new advertiser subscribers are General Electric Co. (both NRI and NTI Complete Service), Webster-Chicago (NRI Ratings), Trans-World Airlines (NTI Ratings) and S. A. Schonbrunn (New York NTI Ratings).

Agencies are MacManus, John & Adams, and Sherman & Marquette (both NTI Complete Service), and Olmsted & Foley (Nielsen Coverage Service). Walt Disney Productions and Judge For Yourself Inc., program producers, have ordered NTI Ratings.

'Dragnet' High on 'Hooperade'

NBC-TV's *Dragnet* took first place in Los Angeles and Philadelphia and second place in Chicago and Detroit in the "Hooperade of Tv Stars" for September, C. E. Hooper Inc. reported last week. Other programs in first place included *Racket Squad* in New York; *Toast of the Town* in Chicago; *Arthur Godfrey's Talent Scouts* in Boston, and *What's My Line* in Detroit.

GOVERNMENT

FOUR MARKETS GET FIRST VHF; ERIE, WILMINGTON GIVEN UHF

Duluth-Superior; Orlando, Fla.; Mason City, Iowa, and Cape Girardeau, Mo., receive new vhf grants, first for those markets. New uhf outlets at Erie and Wilmington face established vhf competition.

FIRST vhf television stations were granted by FCC last week for Duluth-Superior; Orlando, Fla.; Mason City, Iowa, and Cape Girardeau, Mo., while new uhf outlets were authorized for two operating vhf markets, Erie, Pa., and Wilmington, Del.

In a final hearing decision, the Commission awarded vhf ch. 6 at Superior, Wis., to Ridson Inc., operator of WDSM there. Now operating on uhf ch. 38 in the area is WFTV (TV) Duluth.

The other vhf grants were non-hearing actions resulting from the withdrawal of competitive applications. They become the first stations in their areas.

At Orlando, ch. 6 was issued to WDBO after competitor Central Florida Enterprises Inc. dismissed its bid. WORZ, WHOO and WLOF Orlando continue in contest for vhf ch. 9 there. WLOF is newly sold to principals in WGAY Silver Spring, Md. (story on page 46).

KGLO Mason City won ch. 3 following dropout by Twin States Television Co. The latter received $14,000 reimbursement for expenses.

At Cape Girardeau, KFVS received a conditional grant on ch. 12 after KWK Inc. (KWK St. Louis) withdrew its application there. KWK continues in contest for ch. 4 at St. Louis.

Making final earlier initial decisions, the Commission granted uhf ch. 35 at Erie to Great Lakes Television Co. and uhf ch. 83 at Wilmington, Del., to WILM. At Erie, where WICU (TV) operates on vhf ch. 12, the ch. 35 grant to Great Lakes was made possible by withdrawal of Civic Television Inc.

WILM won the ch. 83 ruling after WHAT Philadelphia gave up its Wilmington bid for that facility. Wilmington has operating WDEL-TV on vhf ch. 12.

Merger Proposal

The Commission's final ruling to grant ch. 6 to WDSM Superior came after withdrawal of the competing application of Lakehead Telecasters Inc. Part of the Lakehead stockholders, identified with operation of WREX Duluth, have obtained minority interests in WDSM and WREX has been deleted.

Concurrently, the Commission announced its memorandum opinion and order denying a petition by WEBC Duluth for reconsideration of an earlier FCC ruling declining to consolidate the ch. 3 and ch. 6 cases. WEBC seeks ch. 3 at Superior and argued that the four applications and two channels should be consolidated into one proceeding since the channels are allocated to a "hyphenated" or dual-city area, hence should be decided on the basis of Sec. 307(b) of the Communications Act which calls for equal distribution of channels among the various communities.

FCC also denied WEBC's request for amendment of its application to specify ch. 6 in lieu of ch. 3, but on its own motion, the Commission changed the issues in the ch. 3 case to include a possible determination on the basis of Sec. 307 (b). KDAL Duluth is in contest with WEBC for ch. 3.

Meanwhile, WEDC has requested the Commission to allocate vhf ch. 10 to Duluth by substituting ch. 13 at Buhl, Minn., for ch. 10 at Hibbing, Minn. Buhl is between Hibbing and Virginia. WEDC's earlier plea for the addition of vhf ch. 12 to Duluth-Superior has met with protests in cities where channels would have to be substituted [B•T, Oct. 5].

Details of last week's new tv grants follow:

Orlando, Fla.—Orlando Bcstg. Co. (WDBO) granted new tv station on vhf ch. 6; effective radiated power 100 kw visual and 50 kw aural; antenna height above average terrain 330 ft.

Mason City, Iowa—Lee Radio Inc. (KGLO) granted vhf ch. 3; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 460 ft.

Cape Girardeau, Mo.—Hirsch Bcstg. Co. (KFVS) granted vhf ch. 12; ERP 316 kw visual and 158 kw aural; antenna height above average terrain 990 ft. Grant is subject to condition that construction may not begin pending final decision on petition of WSAL Logansport, Ind., for reallocation whereby ch. 12 could be deleted at Cape Girardeau; or subject to such substitution of channel as FCC might effect.

Superior, Wis.—Ridson Inc. (WDSM) in final hearing decision granted vhf ch. 6; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 791 ft.

Erie, Pa.—Great Lakes Television Co. in final decision granted uhf ch. 35; ERP 66 kw visual and 35 kw aural; antenna height above average terrain 415 ft.

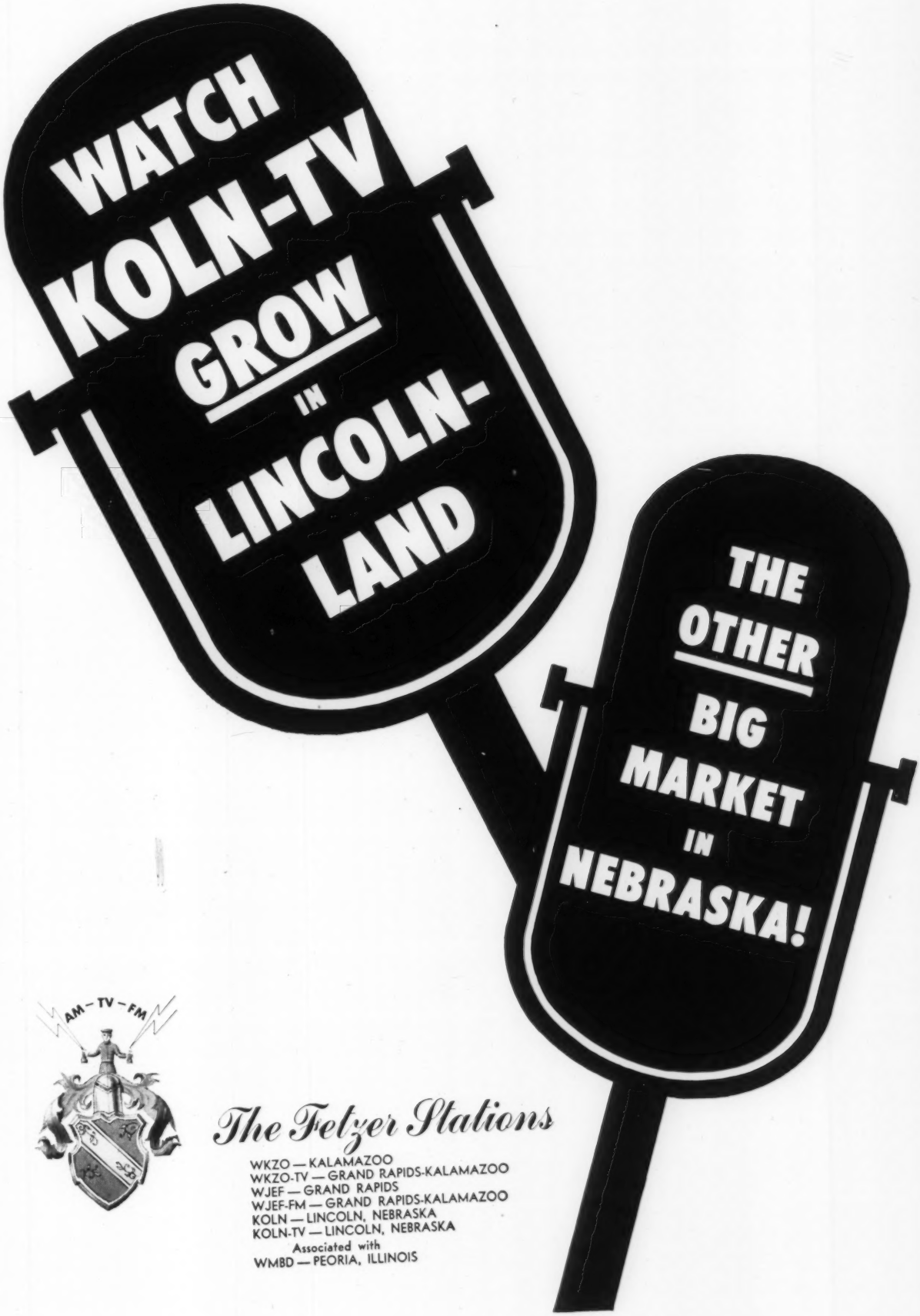
Wilmington, Del. — Delaware Bcstg. Co. (WILM) granted uhf ch. 83; ERP 13.2 kw visual and 7.1 kw aural; antenna height above average terrain 425 ft.

Harold P. Danforth, president-general manager of WDBO Orlando, reported the new ch. 6 outlet should be on the air within six months. It is presumed the station will be affiliated with CBS. Blair Television will be national representative. Equipment is General Electric antenna and Federal transmitter.

Herbert R. Ohrt, KGLO executive vice president, said that the new ch. 3 station in Mason City would probably be on the air by early summer. Equipment is DuMont. The station will be nationally represented by Weed Television. National affiliation has not been negotiated, but KGLO is affiliated with CBS.

Robert B. Ridder, president of WDSM, indicated that because of unusual ground conditions, it is difficult to determine how soon the new vhf ch. 6 station at Superior would be on the air, but construction will proceed as rapidly as possible. Free & Peters will be national representative. GE equipment is planned. WDSM is an ABC affiliate.

Oscar Hirsch, president-general manager of KFVS Cape Girardeau, indicated the new ch. 12 station would be constructed as soon as possible after the Logansport allocation proceeding is settled, as specified in the condition to the grant. Pearson Tv will be national representative. DuMont equipment is specified in the application. KFVS is a Mutual affiliate.


WATCH
KOLN-TV
GROW
IN
LINCOLN-
LAND
THE
OTHER
BIG
MARKET
IN
NEBRASKA!
AM – TV – FM
The Fetzer Stations
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

FIRST RATINGS

The first ratings of the season are in! And NBC Television programs are off to a breathtaking start.

Here is Nielsen's first report for the 1953-54 season for *all* NBC Television programs which premiered before September 13:

NOTE: *Only those shows which premiered before September 13 are included in Nielsen's first report for the 1953-54 season. Programs starting after September 13, will be reported later.*

XUM

monday

Robert Montgomery . . . 32.3

tuesday

Fireside Theatre 33.0
Armstrong Circle Theatre . 28.2
Judge for Yourself . . . 26.4

wednesday

My Little Margie 22.4

thursday

Treasury Men in Action . 29.7

friday

Gillette Cavalcade of Sports 28.7
The Big Story 24.7

saturday

Your Show of Shows 9:30-10:00 35.1
Your Show of Shows 9:00-9:30 33.4
Your Show of Shows 10:00-10:30 29.4
Bonino 29.3
Your Hit Parade 27.9
Ethel and Albert 14.2

sunday

Paul Winchell. 19.2

Most of these programs topped all competition. The average rating for *all* NBC premieres was an impressive 27.4, a full 24% higher than the average network evening show.

Placing a show on NBC Television assures big audiences from the opening gun. It happens year after year. And now that the 1953-54 season is under way, NBC leadership has emerged stronger than ever.

NBC

TELEVISION

a service of Radio Corporation of America

SOURCE: *Nielsen ratings. All averages properly weighted Aug. 30-Sept. 12, 1953*

XUM

HIGH COURT TAKES GIVEAWAY ISSUE

Supreme Court accepts jurisdiction over FCC's rules which would limit giveaway programs as violations of the Lottery Law. A lower court has held that the Commission's regulations are illegal.

ORAL ARGUMENT on the legality of the FCC's regulations regarding giveaway programs has been set for Dec. 10 before the U. S. Supreme Court. FCC's brief is due Nov. 13, and the reply briefs by the networks on Dec. 3.

Action setting the date for oral hearing followed the Supreme Court's acceptance of jurisdiction in the case last Monday. In accepting jurisdiction, the Supreme Court turned down a motion to affirm a lower court's decision that the Commission's rules on giveaway programs were illegal. Both motions had been submitted to the Court following the New York special court's two to one ruling that the FCC's regulations misconstrued the Lottery Law and violated the no-censorship provisions of the Communications Act [B•T, Feb. 9].

Drawn Up in 1949

The giveaway regulations were drawn up by the Commission in 1949. Following the appeal to the courts by ABC, CBS and NBC, the Commission suspended the effectiveness of the rules pending outcome of the court action.

At issue is the Commission's description of what constitutes "price" or "consideration." Among the criteria which the FCC said violated the "lot" or "chance" provisions of the Lottery Law were:

1. If a listener is required to furnish any money or thing of value or is required to have in his possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

2. If the contestant must be listening or watching the program in question.

3. If he answers a question whose answer has been given or hinted on an earlier broadcast.

4. If he is required to write a letter in a prescribed manner or answer the phone in a prescribed way, where the correct manner or way has been broadcast over the station.

The majority ruling of the special court upheld the FCC's right to promulgate the regulations, and also the first condition regarding the choice of a contestant by lot or chance where the contestant must furnish money or something valuable or must have the sponsor's product in his possession.

Other Conditions

The other conditions, the court ruled, are not "price" or "consideration" of the sort banned in the Lottery Law.

"The act of listening to a broadcast of a 'giveaway' program, or viewing it on television, does not constitute 'price' or 'valuable consideration' which is an essential element of a 'lottery,'" District Court Judge Leibell wrote in the majority opinion.

Judge Leibell also noted that the Attorney General had told the FCC in 1940 that giveaway programs, similar to those at issue, were not lotteries in the accepted sense of the law. He also pointed out that the FCC had asked Congress to legislate on the matter, but that Congress had not done so.

Joining Judge Leibell was District Judge Edward Weinfeld. Circuit Judge Charles E. Clark dissented.

The Commission's argument had been that the act of listening to or viewing a giveaway program was the "price" or "valuable consideration" factor which brought giveaway shows under the lottery ban.

Judge Leibell also said in the majority decision that although FCC's rules on lotteries do not infringe free speech or free press ". . . some of their provisions go beyond the scope of Sec. 1304 of the Criminal Code [and] may be considered as a form of 'censorship' and to that extent they would be in violation of the First Amendment."

Behind the Curtain

WITH an assist from CBS Radio, the Voice of America plans to beam behind the Iron Curtain the story of a haven in the U.S. for persons displaced or escaped from communist-dominated territories. The Voice requested and received permission to rebroadcast a recent program of CBS Radio's *The World Today* series (Sun., 4-4:30 p.m., EST), which described the Tolstoy farm for refugees near Nyack, N. Y., which is operated by Countess Alexandra Tolstoy. The broadcast includes the voices and comments of children on the farm and of former refugees who have left the farm to become American citizens.

GIVEAWAYS ARE IN GREATER NUMBER NOW

As the U. S. Supreme Court accepts jurisdiction on FCC's four-year-old rules against giveaway programs, a compilation of the number on the air shows a decided increase.

LAST WEEK's U. S. Supreme Court ruling that it will hear argument on FCC's four-year-old rules against giveaway programs—rules which have been suspended until the courts finally pass upon their legality—came at a time when the number of network "giveaways" on the air is considerably in excess of the number being broadcast when the rules were first adopted.

The increase, though, reflects the development of network television during the ensuing years.

In August 1949, when the rules were announced, a count showed 38 programs which gave away money and/or assorted commodities. But these were all radio network programs. Last week the number stood at 57 on the four radio and four tv networks. The number on the radio networks stood at 27.

All Prize Shows

Network spokesmen who compiled the lists emphasized that they were counting all shows on which prizes were awarded. FCC indicated long ago, on the other hand, it was not primarily, if at all, concerned with giveaway shows which depend upon studio audience participation alone—the category into which most current giveaways appear to fall. The ban was taken to be directed to a major extent against giveaways involving telephone calls to contestants, of which, the networks point out, less than a handful show up in the current lists.

The size of prizes, too, appears to have been deflated in the past four years. On CBS-TV, the top-paying show is *Big Payoff*, which hands out something like $8,000 in awards in a month. NBC's *You Bet Your Life* is one of that network's highest prize givers, with intermediate awards building up to a chance at a "giant jackpot" which starts at $1,000 and increases by $500 a week until somebody wins it. Mutual's *Queen for a Day* hands out $5,000 to $7,500 in prizes a week. The winnings on DuMont's *A Dollar a Second* go up to about $1,800 a week.

A far cry, these figures, from the $50,000 jackpot of money and merchandise on CBS' *Sing It Again* a few years back, the approximately $20,000 in merchandise offered on ABC's *Stop the Music*, the estimated $27,500 worth on NBC's *Hollywood Calling*, and the average $12,500 worth on Mutual's *Queen for a Day*—all in the giveaways' heyday.

By networks, the current crop of programs that give away prizes ranging from money to beauty treatment, are as follows:

ABC radio: Turn to a Friend, Double or Nothing, What's the Name of That Song? and Paging the Judge.

ABC-TV: Turn to a Friend, Ern Westmore Show, Tootsie Hippodrome, Leave It to the Girls, Super Circus and The Name's the Same.

CBS Radio: Give and Take, Two for the Money, Wizard of Odds, Fun for All, House Party and People Are Funny.

CBS-TV: Strike It Rich, I'll Buy That, I've Got a Secret, What's My Line? Beat the Clock, Big Payoff, Double or Nothing, House Party, Place the Face, Two for the Money and Wheel of Fortune.

DuMont Tv: A Dollar a Second, Twenty Questions, Pantomime Quiz, On Your Way, Down You Go, and Life Begins at 80.

Mutual: Rod and Gun Club, Ladies Fair, Queen For a Day, Wonderful City, Take a Number, and Twenty Questions.

NBC Radio: Break the Bank, Strike It Rich, Phrase That Pays, Second Chance, It Pays To Be Married, Walk a Mile, College Quiz Bowl, You Bet Your Life, Truth or Consequences, Know Your NBC's and Can You Top This.

NBC-TV: Glamour Girl, Welcome Travelers, On Your Account, Name That Tune, Judge for Yourself, This Is Your Life, You Bet Your Life.

Only Two Comments Filed On Uhf Allocation Plan

TWO comments, both concerning Lexington, Ky., were the only pleadings filed with the FCC by deadline last Tuesday on the Commission's proposal to allocate additional uhf channels in some 35 cities to help ease the television application deadlocks there [B•T, Sept. 14].

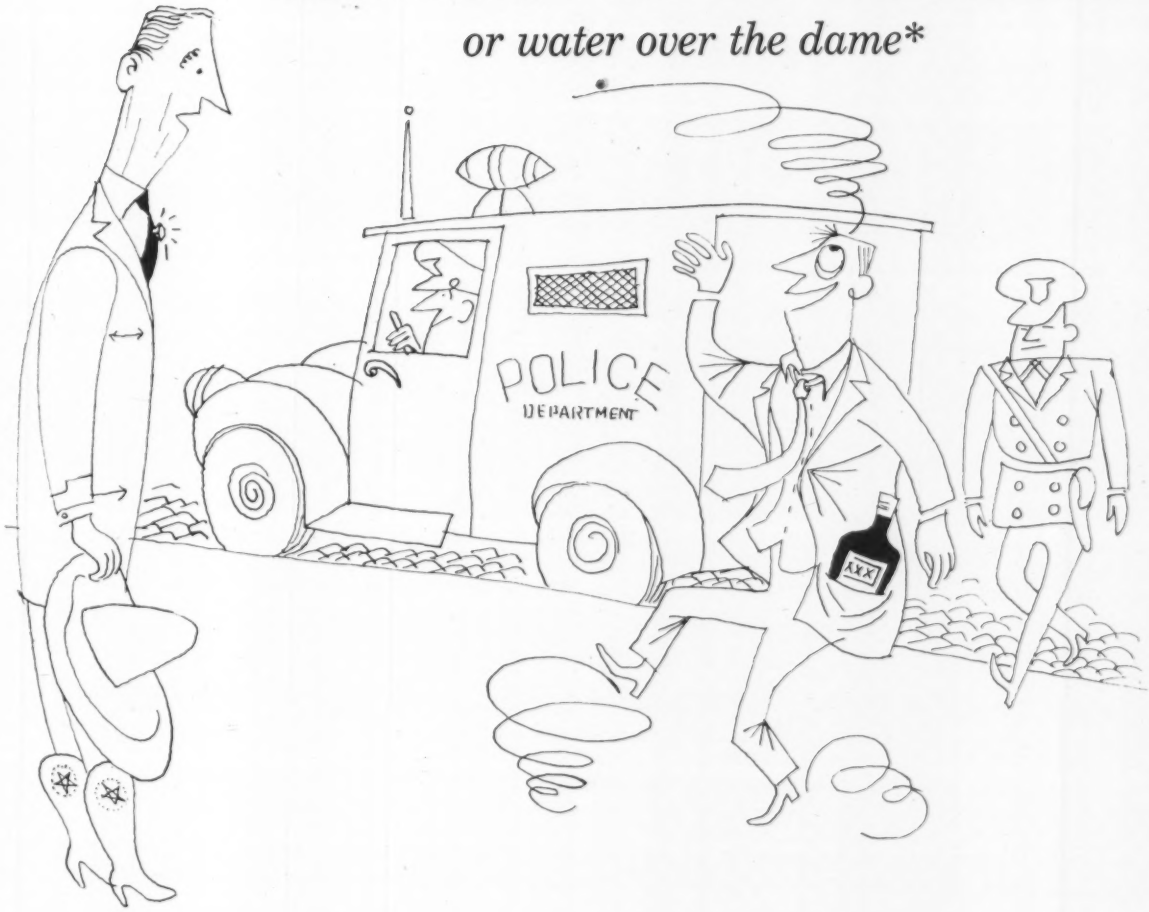
FCC proposes to add uhf ch. 70 at Lexington, where the Sixth Report had provided uhf chs. 27 and 64. WLAP and West-Bingham Tv Co. are competing for ch. 27 while WLEX and WVLK seek ch. 64.

WVLK informed the Commission that ch. 15 or ch. 18 could be added there as well as ch. 70, thereby allowing four channels for four applicants. This could be accomplished by substituting ch. 69 for 15 at Louisville or ch. 72 for 18 at Gallipolis, Ohio. In both cities, no application pends for the channels involved, WVLK said.

The U. of Kentucky, however, suggested that ch. 70 be reserved for educational use. The school acknowledged that as its radio needs are being served by commercial operations, it expects its tv needs will be similarly met. The school added, however, that "it is conceivable that future needs and conditions may dictate a re-evaluation of our position and indicate the desirability of our own educational tele-

HALF FRIED IN THE PANHANDLE

*or water over the dame**



There was a guy weaving along the street with a snoot full. We read somewhere that there are more than fifty illnesses which can produce the effect of drunkeness—vertigo, epilepsy, brain tumor and so on—but this character had a plain old-fashioned snoot full. One of Amarillo's finest picked him up, poured him in a wagon and took him to the jailhouse. "You were brought in for drinking," explained the officer. "Thass real great," was the quick reply. "Less get started."

Practically nobody in Texas is as dry as he was back in May. A lot of liquid has been soaked up, not all of it intoxicating. The drought is out, plains pastures are on the way back, and some farmers already have wheat up. Both cotton and grains sorghum yields may set new records. Prospects are fair to excellent for feed crops.

This is just to let you know that all the scare headlines shouldn't be taken too seriously. The Panhandle has survived weather before, even before folks had KGNC AM and TV to comfort them.

You were bought in for time buying. Let's get started.

**Actually, it's water over everybody, but dame's a better headline.*

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

NEW FCC RULING ON APPLICANT'S MEANS

FCC issues procedural decision in Canton uhf ch. 29 hearing. New ruling says hearing examiner can determine if an applicant can carry out proposals under a specific budget, regardless of overall finances.

PRECEDENT procedural ruling was made by FCC last week respecting the Canton, Ohio, uhf ch. 29 television hearing which is considered to apply to other procedings. The Commission decided the hearing examiner may enlarge the issues of the case to determine if one applicant actually can carry out his proposals under the specific budget allocated, irrespective of his overall financial strength.

The new interpretation follows by a week the Commission's decision in the Evansville, Ind., vhf ch. 7 case to allow the examiner to enlarge the issues to inquire if an applicant actually is financially qualified to carry out his proposals even though general financial qualification was acknowledged by the Commission before hearing [B•T, Oct. 12].

The Canton ch. 29 hearing, in progress before Examiner Fanney N. Litvin, involves the competitive bids of Brush-Moore Newspapers Inc. (WHBC), Stark Telecasting Corp. (WCMW) and Tri-Cities Telecasting Inc.

FCC's newest ruling was based upon a petition by Stark seeking review of the examiner's refusal to enlarge the issues. Stark contends Brush-Moore cannot do for $200,000 in operating expenses what Stark asserts will cost $500,000, according to its own operation estimates.

FCC's Opinion

In its opinion, the Commission said "sums proposed to be spent may be relevant to the comparative merits of the management and operation proposals of competing applicants. But before a claim of superiority in this respect will be available as a point of difference to be relied upon pursuant to Sec. 1.841 of our rules, it must be clear that the allegations are material and can, if successfully supported by the evidence, affect the decision."

In other words, the opinion stated, the allegation must meet the requirements defined in the earlier Evansville ruling, explaining:

> The examiner need not accept such a statement unless it is composed of allegations sufficiently particularized so that, if proven, it would establish significant differences among the competing proposals. It should be apparent that evidence of greater expenditures, standing alone, will seldom support a finding of comparative superiority. Ingenuity, resourcefulness, and experience can often count for more. The amount of money to be spent should be related, by other competent evidence, to the result which is sought to be achieved. . . .
>
> In the [Evansville] case, we reexamined our usual approach to determinations of the financial qualifications of competing applicants. Although we have found all the applicants in that proceeding financially qualified, we gave the examiner discretionary authority to revise the issues so as to permit the introduction of evidence designed to rebut the *prima facie* determination that the funds shown to be available to any applicant will be sufficient to effectuate its proposals. We believe that our determination, in this proceeding, that Brush-Moore is financially qualified should be subjected to the same approach. Therefore, upon a reasonable showing by Stark that probative evidence can be adduced, the examiner may enlarge the issues to permit evidence on the question whether the funds available to Brush-Moore give fair assurance that its proposals will be effectuated. Similar evidence concerning both Stark and Tri-Cities is, of course, admissable under the financial qualifications issues now specified for those applicants.

Prices for All

RICH or poor, every broadcaster now can afford a copy of Part 3 of FCC's Rules Governing Radio Broadcast Services. Part 3 comes in a 20¢ edition and a new half-dollar edition, the latter announced last week by FCC. If you're thrifty and don't mind your Rules on newsprint, send 20¢ to Superintendent of Documents, Government Printing Office, Washington 25, D. C., and ask for the July 4 issue of the *Federal Register*. For half-a-buck, you'll get the same thing on better paper, self-contained. No charge for postage in U. S. Both versions are revised through June 30, cover am, fm and tv, commercial and noncommercial, international, Conelrad.

WLOF Sale Application Filed With Commission

APPLICATION for sale of WLOF Orlando, Fla., by William Joe Sears and Walter Shea for $215,000 to principals in WGAY Silver Spring, Md., was filed with FCC last week [CLOSED CIRCUIT, Oct. 12]. WLOF is contestant for vhf ch. 9 at Orlando.

Messrs. Sears and Shea, Jacksonville attorneys, sell their entire WLOF holdings to Joseph L. Brechner and John W. Kluge, co-owners of WGAY, and their associates. Mr. Brechner, WGAY manager, "will take an active role in the operation and management" of WLOF, the transfer application stated. WLOF is assigned 5 kw on 950 kc, directional night, and is a Mutual affiliate.

Share Holders

Mr. Brechner will become president and 26% owner of WLOF while Mr. and Mrs. Kluge together will hold 35%. Mr. Kluge, who would be secretary-treasurer of WLOF, is also president of KXLW St. Louis and president of Kluge & Co., food brokerage firm. Vasil Polyzois, Washington public accountant, will be vice president and 20% owner of WLOF while Harris H. Thomson, Mr. Kluge's brother-in-law, will be director and 15% owner. Ernie Tannen, WGAY program director, will own 4%. Mrs. Kluge and Mr. Thomson are part owners of WHIM Providence.

No major changes in staff are proposed for WLOF, FCC was told. The station's balance sheet as of Sept. 30 listed current assets of $55,620.86 with current liabilities $19,067.68. Total assets were $168,600.35 with total liabilities $85,310.60, surplus $68,289.75 and capital stock $15,000.

Comparative Tv Hearings Set

THREE more comparative television hearings were scheduled by FCC last week to commence in Washington on Nov. 13. The cases are: Guy Gannett Broadcasting Services (WGAN) and Murray Carpenter & Assoc., both seeking vhf ch. 13 at Portland, Me.; Capital Tv Inc. and The Tierney Co. (WCHS), vhf ch. 8, Charleston, W. Va.; and Durham Radio Corp. (WDNC) and Durham Broadcasting Enterprises Inc. (WTIK), vhf ch. 11, Durham, N. C.

FCC Revises Its Policy On Pre-Hearing Data

IN A MOVE to further expedite handling of television hearing cases, as well as similar am and fm proceedings, FCC last week announced a change of policy to require applicants to submit detailed information about their station plans before going into the hearing.

Effective immediately, when the Commission sends an applicant his pre-hearing McFarland letter, such letter will bear an attachment asking for specific data on the background and experience of the applicant's stockholders, proposed programs, equipment, studio layout and facilities, management and staffing and operating budget. This data must be filed not later than 15 days before the scheduled date of hearing and will cut down a good deal of the required oral testimony, the Commission indicated.

Full text of the procedure change may be found on page 129.

The McFarland letter itself advises an applicant that his bid is mutually exclusive with the application of another and may ask the applicant to submit explanation or more information on his general qualifications as set forth in the application.

Questions Asked

The new attachment, for example, solicits answers on "how you propose to staff your station operation with reference to activities such as engineering, programming, news and special events, public affairs, sales, promotion, and administration, etc. Show the personnel assignment schedules, if any, for non-network programs in the proposed typical week."

As for estimated budget, FCC will ask for figures on the first year's operation, "for example, salaries of personnel in engineering, programming, sales, news and special events, advertising and promotion, general administration; general administration expenses and programming expenses, such as cost of talent, news service, music license fees, film costs, etc."

FTC's Mead Dissents On New 'Free' Policy

DISSENTING opinion in the Federal Trade Commission's relaxed policy on use of the word "free" in advertising [B•T, Sept. 28] was issued last week by FTC Comr. James M. Mead. Comr. Mead and then Comr. Stephen J. Spingarn, who since has been succeeded by Comr. John W. Gwynne [B•T, Sept. 28], both differed from the softening of FTC policy on use of "free" as stated in a decision dismissing FTC charges against Walter J. Black Inc.

The FTC majority opinion in the Black case said offers of merchandise "free" conditioned upon purchase of other merchandise would be acceptable provided such conditions were disclosed in the advertisement. This was a drastic softening of FTC's 1948 policy statement saying that "free" could be used only when no strings were attached.

Comr. Mead said in part: "Under the new policy the advertiser is allowed to use a literally untrue statement provided he uses it reasonably. The new policy has the virtue of flexibility and the vice of uncertainty."

Stating that a relaxed policy similar to the new FTC stand on "free" existed for a time before the 1948 policy statement, but was found unworkable, Comr. Mead said: ". . . Their decision . . . has only postponed a problem which will return in a different but more difficult and more virulent form. . . ."

for Knoxville

WTSK-TV

Knoxville, Tennessee
Channel 26

BASIC **CBS** TELEVISION FOR THE NATION'S **54TH** MARKET!

WTSK-TV is the swiftest way to reach the money—over $250 million and the surest way to reach the market—over 350,000 consumers.

There are many more facts and they add up to sales. Pearson's people have the answers. Call them today!

WTSK-TV *Knoxville, Tennessee. Channel 26*

BASIC **CBS** TELEVISION · DuMONT

Commercial Manager—GUY L. SMITH III

Represented by *John E. Pearson Television Inc.*

NEW YORK CHICAGO MINNEAPOLIS
DALLAS LOS ANGELES SAN FRANCISCO

NATIONAL TV SALES

WSAL ATTACKS FCC ALLOCATIONS

Station's attorney Booth says table of allocations violates 'fair and equitable distribution of radio service' clause of Communications Act. FCC counsel counters Mr. Booth's arguments in appeals court.

DIRECT attack on the legality of the FCC's table of allocations for tv channels was made last week by WSAL Logansport, Ind., in the U. S. Court of Appeals for District of Columbia.

Challenge to the FCC's action in making the table of allocations part of the tv rules, made by attorney Robert M. Booth Jr., of the legal firm, Bingham, Collins, Porter & Kistler, was based on the ground that it violated the "fair and equitable distribution of radio service" clause of the Communications Act (Sec. 307b).

That provision, Mr. Booth argued, assumed the Commission only could act after receiving an application for radio service. There is no such thing as "service," he said, without a station transmitting signals. And, he added, there can be no station without an application first.

Denying that the court had already ruled on the legality of the FCC's table of allocations, Mr. Booth claimed the basic question in the so-called Lancaster case (which involved the switch of WGAL-TV from ch. 4 to ch. 8) did not include the legality of the allocation plan. Two months ago, the Court of Appeals said the Commission has the power to formulate a nationwide allocation plan [B•T, Aug. 10]. This was a unanimous ruling by Circuit Judges E. Barrett Prettyman, James M. Proctor and David L. Bazelon.

Judge Prettyman is also sitting on the Logansport case. Associated with him are Judges Charles Fahey and George Thomas Washington. Case is No. 11,601.

Appeals FCC Denial

The WSAL appeal is from a ruling by the FCC denying petition for the allocation of vhf ch. 10 to Logansport instead of to Terra Haute.

Other arguments by WSAL were that (1) the Commission did not consider "all relevant and material evidence" and (2) the FCC's final rule (Sixth Report) was significantly different from its proposed rule (Third Report).

In arguing on his assumption that the allocation plan is illegal, Mr. Booth declared the Commission violated two fundamental principles: (1) That the location of a station cannot be determined until someone files an application and it is granted, and (2) that "radio service" as expressed in the equitable distribution provision of the Communications Act cannot be supplied unless there is a station broadcasting such a "service."

Bolstering his contention, Mr. Booth referred to Congressional debates on the Davis amendment to the Radio Act of 1927.

Judge Prettyman asked Mr. Booth if the "practical" requirements of television did not make it necessary for the Commission to establish a fixed table of allocations. Mr. Booth disagreed.

In an answer to a question by Judge Fahey, Mr. Booth explained that Logansport deserved ch. 10 instead of uhf ch. 51 because vhf frequencies permitted wider coverage than uhf wavelengths and Logansport's market included rural areas 35 to 40 miles distant.

Mr. Booth also suggested that the 525 stations granted or on the air could be used as the basis for determining where other grants should be made. This is how am broadcasting grew, he pointed out, using those stations on the air at the time of the Communications Act as the basis for additional grants. This also was in answer to a query from the bench.

Strong objections to Mr. Booth's position were voiced by FCC Assistant General Counsel J. Roger Wollenberg. If allocations only could be determined by applications, he said, it would require that everybody involved (applicant, stations on the air and other applicants seeking the same or adjacent channels) be made part of a case. That would make application processing complex, unwieldy and drawn out, he said.

Mr. Wollenberg declared that WSAL was not claiming Logansport had no tv service, but only that it did not have a vhf channel. He admitted that at present uhf provides smaller coverage, but he said ultimately both bands would be equal.

Demo Donors

AMONG list of major contributors to the Democratic National Committee in 1952-53 were only two in broadcasting circles. They were Barry Bingham, publisher of *Louisville Courier-Journal* and *Times* (WHAS-AM-FM-TV) and Edward Lamb and wife, owners of WIKK and WICU (TV) Erie, Pa. (*Erie Dispatch*), WTOD and WTRT (FM) Toledo, Ohio, WHOO-AM-FM Orlando, Fla., and WMAC-TV Massillon, Ohio. Mr. Bingham contributed $5,000, the maximum permitted by one person. Mr. Lamb, who is also the prospective purchaser of WTVQ (TV) Pittsburgh, contributed $2,500 and Mrs. Lamb $1,000. Former broadcaster Marshall Field and Mrs. Field aided the Democratic cause by $3,000 each. The names were made public with the filing of contribution lists with the Clerk of the House by the two parties.

Three Honolulu Chs. Open

THREE of Honolulu's six vhf television assignments remained unsought last week after FCC granted the petition of Royaltel for dismissal of its ch. 2 application. Other open channels are ch. 13 and reserved (educational) ch. 7. KULA-TV is under construction on ch. 4 while KGMB-TV is operating on ch. 9 and KONA (TV) is on ch. 11.

Commerce Dept. Merges NPA

NATIONAL Production Authority has been merged with several older Commerce Dept. bureaus into a new Business & Defense Services Administration, Secretary of Commerce Sinclair Weeks has announced. The new bureau's 25 industry divisions include electronics.

RADIO-TV ROLES KEY LEAGUE SUITS

Baseball cases now before Supreme Court hinge on whether broadcasting has put the sport into interstate commerce.

RADIO and tv have so changed American baseball it no longer is a sport, the Supreme Court was told last week during two days of oral argument on three suits against major league ball clubs and the former commissioner of baseball.

Cases were those of George Earl Toosom against the New York Yankees, Walter J. Kowalski against the Brooklyn Dodgers and Jack Corbett, owner of the El Paso minor league club, against former Commissioner A. B. (Happy) Chandler. Damages amounting to $475,000 are asked by the two players, and $300,000 by Mr. Corbett.

At issue is whether a 1922 unanimous ruling by the Supreme Court, written by the late Justice Oliver Wendell Holmes, should be overturned. In that 30-year-old decision, the Supreme Court said that baseball was a sport, played as a local exhibition, and did not come under the antitrust laws concerning interstate commerce and restraint of trade.

20% of Baseball Income

Attorneys for the players and Mr. Corbett stressed that the sale of radio and tv rights brought in $75 million to organized baseball, 20% of its income, they declared. Since radio and television broadcasts cross state lines, the game has now become interstate in character, they said. They also pointed to the growth of major league club "farms" and other non-local activities, including advertising and promotion, as evidence that baseball now is interstate commerce.

Defending attorneys claimed that the sale of radio and tv rights was only "incidental" to the local exhibition characteristic of the game. They said nothing had developed in baseball since the 1922 decision to change that ruling.

Messrs. Toosom and Kowalski claim they were prevented from bargaining for their services because of the reserve clause in baseball contracts. This binds the player to the first club, which can sell, trade or shift him at will to other clubs. Mr. Corbett's suit followed Mr. Chandler's prohibition against hiring Mexican League players for the El Paso club.

The reserve clause was termed "slavery" and "peonage" by the players' attorneys.

The appeals were made to the Supreme Court after Federal lower courts dismissed the suits on the grounds that they had no jurisdiction.

Baseball clubs' attorneys, in answer to queries from the Court, declared that although baseball would go on if the reserve clause were eliminated, it "would wreck the present organization of the game." If ball teams have to bid individually for players, they said, the richest teams would get the best players.

No decision is expected until spring of next year.

Influence of radio and television in determining whether professional sports are subject to antitrust prosecution or not is one of the key considerations in the antitrust suit against the National Football League [B•T, June 15 et seq.]. Decision on that is being awaited from Judge Allen Grim of the U. S. District Court in Philadelphia.

NOW, IN MEMPHIS IT'S

WHBQ-TV

the big, new selling medium of the Mid-South

WHBQ-TV Memphis, the second VHF station in the market and a CBS affiliate, went on the air September 27, 1953 . . . with everything to catch the 1,169,922 eyes of viewers in the Memphis trading area. And everything to interest the advertiser who has a product or service to sell in the nation's 12th ranking wholesale distributing center.

WHBQ-TV offers Memphis for the first time not only a choice in its television viewing, but a roster of programs studded with the top network shows and regionally-geared local programs.

In every way a big-time operation, WHBQ-TV will soon have a 1050-foot tower, the tallest permitted in this geographical section, and will go from 100,000 watts (highest power now in the market) to maximum power of 316,000 watts.

To the advertiser as well as to the television audience, WHBQ-TV offers a genuine service in terms of facilities, programming and experienced, highly respected management. Call your BLAIR-TV man today!

WHBQ-TV
CHANNEL 13
MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVE

BLAIR TV INC.

NEW YORK · CHICAGO · ST. LOUIS · DALLAS · DETROIT
LOS ANGELES · SAN FRANCISCO · JACKSONVILLE · BOSTON

VOICE STEPS UP ASIA OPERATION

VOICE of America is thrusting deeper into communist territory and through Russia's backdoor.

Director Theodore S. Streibert of the U. S. Information Agency said last week VOA signals are penetrating further into Eastern Asia, particularly China, North Korea, Manchuria and Eastern Siberia. Signals come from two powerful transmitters, each powered by a 5,000 kw diesel engine plant, using the regular wave band. The relay stations are named "John" and "Jade," the former on Okinawa and the latter north of Manila in the Philippines.

Programs are about 60% news and the rest commentary, produced in New York and relayed to Okinawa and the Philippines by shortwave transmitters in California, Mr. Streibert said. Consulting engineers, he said, estimate the broadcast nighttime range at about 1,600 miles in certain directions. Area covered has about 11 million radio sets out of an estimated 16 million in all of the Far East. Both stations are newly completed although "John" must undergo testing and adjusting before it is put into full scale operation.

Plan is to put the transmitters on a 12 hours daily schedule with most of the programs carried in nighttime. "John" now broadcasts 5 hours 15 minutes and "Jade" four hours each evening.

The taking off of wraps of the relay stations followed by a few weeks disclosure by Mr. Streibert that the Voice operates a longwave transmitter in Munich [B•T, Sept. 28]. The Munich operation reportedly is rolling back Radio Moscow's nighttime signal on the 173 kc frequency both facilities use [CLOSED CIRCUIT, Oct. 12].

By stepping up its Far East operation, the Voice during nighttime hours now pumps strong broadcast signals into satellite communist nations and across both eastern and western borders of the Soviet Union.

Detroit Uhf Ch. 62 Grant Proposed for UAW-CIO Corp.

INITIAL decision proposing to grant uhf ch. 62 in Detroit to UAW-CIO Broadcasting Corp. of Michigan was issued last week by FCC Examiner William G. Butts.

The proposal came after competitive applicants Knight Newspapers Inc. and WEXL Royal Oak, Mich., dropped out of the contest. The Commission previously had found UAW-CIO "legally, financially and technically qualified to construct, own and operate a television broadcast station."

UAW-CIO Broadcasting Corp. is controlled by the International Union UAW-CIO. Principals include President Walter P. Reuther, president of CIO; Secretary-Treasurer Emil Mazey, Vice President Richard Gosser, Vice President John W. Livingston and Director Norman Mathews. All hold identical positions in UAW-CIO.

KXOC Power Boost Approved

KXOC Chico, Calif., has received authority from FCC to increase nighttime power from 5 kw to 10 kw and to make changes in directional antenna system. KXOC will now operate on 1060 kc with 10 kw full time, directional night.

Killeen Applicants' Legal Status Questioned

LEGAL qualifications of two partners in Highlite Broadcasting Co. have been included in issues drawn by FCC for hearing upon the firm's application for a new am station at Killeen, Tex., on 1050 kc with 250 w daytime.

Highlite is a partnership of W. A. Lee, A. W. Stewart and Franklin T. Wilson. FCC wishes to know if Messrs. Stewart and Wilson "have intentionally, willfully or deliberately failed to disclose pertinent information about themselves" in the application. The issues also involve inquiry into representations made in the original new-station applications of what are now KGNB New Braunfels, Tex., and KSTA Coleman, Tex.

Messrs. Stewart and Wilson each own 20% of KGNB and Mr. Stewart holds 20% in KSTA.

FCC's hearing docket in the Highlite case shows the Commission has received certified copies of a 1931 U. S. District Court ruling convicting Mr. Wilson of violating federal banking law and a 1934 Federal Court order convicting Mr. Stewart for operating an unlicensed radio station.

HEARST CH. 10 APPEAL DELAY

APPEAL to the U. S. Court of Appeals in Washington from FCC decisions refusing to change the classification of vhf ch. 10 in Milwaukee from educational to commercial was expected to be postponed indefinitely following request for continuance filed by the Hearst Corp. last week.

With the assent of the FCC, Hearst told the Court that the Commission's proposal to assign vhf ch. 6 to Whitefish Bay, Wis. [B•T, Oct. 12], six miles from Milwaukee, might render its appeal moot. Deadline for comments on the ch. 6 allocation is Nov. 9. If the Commission makes a final determination to put the vhf channel in Whitefish Bay, Hearst said it will apply for that facility and drop its application for ch. 10.

Operator of 5 kw WISN Milwaukee (on 1150 kc), Hearst was a pre-freeze applicant for ch. 10 there and went through a hearing with three other applicants for the then three channels allocated to Milwaukee. Toward the end of the hearing, one applicant withdrew, and the remaining three applicants—all applying for different channels—petitioned the FCC for immediate grants. Before the FCC acted on that petition, the September 1948 freeze on tv processing was imposed. Following the issuance of the new table of allocation in 1952, Hearst carried on a legal battle with the Commission insisting on its right to be considered for ch. 10, which had been given an educational classification. Thrice the FCC denied Hearst hearings. Appeal to the court was taken on the ground that the Commission could not "arbitrarily" impose a reservation on a channel unless it was part of a master plan.

Amend KBIG Hearing Issues

ISSUES in license proceeding for KBIG Avalon, Calif., have been amended by FCC in action upon pleadings by KMPC Los Angeles and KCBS San Francisco. Case involves the question whether KBIG has met technical requirements of its permit and alleged interference to KCBS and KMPC.

Lee Names Aide

NEW FCC Comr. Robert E. Lee has appointed David C. Williams to be his attorney advisor, effective last Wednesday. The announcement was made Thursday. Mr. Williams for the last 15 years has been employed by the U. S. Court of Appeals for the District of Columbia and for 13 years was a secretary on Capitol Hill. Born in Beverly, Mass., in 1906, Mr. William received his LL.B in 1933 from National U., Washington. Comr. Lee took office a fortnight ago [B•T, Oct. 12].

New KGBS, Hofheinz Move Made to Appeals Court

SEEKING reversal of the FCC's decision ordering it to cease 50 kw non-directional daytime operation and return to directional antenna operation, KGBS Harlingen, Tex. (formerly KSOX) and Roy Hofheinz, former owner, petitioned the U. S. Court of Appeals in Washington last week.

KGBS and Mr. Hofheinz contend the Commission erred when it withdrew program authority permitting the 1530 kc station to operate omni-directionally from local sunrise in Harlingen to local sunset in Cincinnati. WCKY Cincinnati is the dominant station on 1530 kc, and has sought to force the FCC to reverse its grant of omni-directional daytime operation to KGBS [B•T, Oct. 12].

In its appeal to the court, KGBS and Mr. Hofheinz (now Mayor of Houston) claimed that they did not get a full and fair hearing before the FCC, that the August FCC order violated Commission rules and Communications Act provisions as well as Administrative Procedures Act sections, that revocation of permission to operate non-directionally violated the due process clause of the Fifth Amendment, that the Commission's action was an "unreasonable" departure from similar cases, and that the order was based on speculative evidence.

Peninsula Seeks Ch. 5

NEW TV application was filed with FCC last week by Peninsula Television Inc. for vhf ch. 5 at Marquette, Mich., the channel FCC proposes to change to ch. 6 so that ch. 5 can be added to Green Bay, Wis., thus freeing ch. 6 at Green Bay for allocation to Whitefish Bay, just north of Milwaukee [B•T, Oct. 12]. FCC's reallocation is based upon a petition by Hearst Corp., long-time litigant for Milwaukee's ch. 10, now reserved for educational use. Hearst owns WISN Milwaukee. President and 66% owner of Peninsula Television is Jerome Sill, general manager, secretary-treasurer and 25% owner of WMIL-AM-TV Milwaukee (uhf ch. 31).

WHK Is Ch. 19 Survivor

WHK Cleveland became the sole applicant last week for a new tv station on uhf ch. 19 as FCC consented to dismissal of a competitive bid by WJW there. WJW concluded it was "inadvisable" at this time to continue prosecution of its application, which was slated for competitive hearing with WHK. FCC retained the WHK bid in hearing status before Examiner Fanney N. Litvin for preparation of an initial decision.

HOOPER PROVES

YOU GET THE BIG AUDIENCE ON KRNT, DES MOINES RADIO!

60 FIRSTS OUT OF 67 TIME PERIODS

MORNING, AFTERNOON and EVENING!

Here's The

BOX SCORE

ON YOUR ALL-TIME BIG TIME BUY

MORNING:
FIRST in all 23 rated periods (51.1%)

AFTERNOON:
FIRST in all 24 rated periods (49.8%)

EVENING:
13 FIRSTS and 7 seconds out of 20 rated periods (36.9%)

BUY THAT *KNOW-HOW GO-NOW*

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS—THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS!

Represented by THE KATZ AGENCY . . . SOURCE: C. E. Hooper Des Moines Audience Index, June, 1953.

KRNT
THE REGISTER AND TRIBUNE STATION
DES MOINES RADIO

P.S.: Those Saturday Hoopers are pretty fancy, too! . . 12 firsts and 4 seconds out of 20 rated periods (8:00 a.m.-6:00 p.m.)

TAKE "THREE" WITH FIBBER McGEE

Take "Three" with McGee—hear your product sold round the nation, round the clock at the *lowest cost in radio history.*

NBC's dynamic new Three Plan can be flexed to fit any budget, large or small. For as little as $2,025 per minute, this is what you get:

THREE CHOICE NBC STRIPS! *Fibber McGee and Molly, It Pays to Be Married,* and *Second Chance.* Now, for the first time on this network, these 'big three' are open to participating advertisers for full 198-station coverage. Buy your selling time *in any combination you like... on any day of the week you like... for as long as you like.*

MORNING-NOON-NIGHT IMPACT... a veritable sales marathon right through the day on three great programs, one in the morning, one in the afternoon, one at night... with cumulative audience impact growing through the broadcast day.

LOWEST COST EVER! *Fibber McGee and Molly* (10-10:15 p.m.)—$2,917 per participation... *It Pays to Be Married* (5:45-6 p.m.)—only $2,025 per minute! *Second Chance* (11:45-12 noon)—$2,250 for a time-tested housewives' delight.

We repeat: these are the lowest costs in our network's history—made possible only by the "Three Plan" for better selling. And you can earn up to 8% discounts in a 52-week period!

Better take "Three" with Fibber McGee on . . .

NBC RADIO . . . *headquarters for new ideas*

KSTM-TV Asks Trade Of 2 Vhfs for 4 Uhfs

REQUEST to delete vhf chs. 4 and 11 from St. Louis and substitute four uhf channels was made to the FCC last week by KSTM-TV St. Louis, operating under an STA on uhf ch. 36 and due to begin commercial programming Oct. 25.

Petition for rule-making emphasized that vhf ch. 5, now occupied by KSD-TV, and ch. 9, assigned to the St. Louis Educational Television Commission, not be touched.

By the elimination of the two vhf frequencies and their substitution by uhf channels, presently competing applicants for vhf could be granted uhf wavelengths without hearing. This would hasten full-scale tv in St. Louis, the petition said.

St. Louis has one vhf, KSD-TV, and two uhfs, WTVI (TV) Belleville, Ill., on uhf ch. 54, and KSTM-TV, on uhf ch. 36. There are still two unassigned uhf frequencies. Competing for vhf chs. 4 and 11 are six applicants. Addition of four uhf frequencies would permit all six to receive grants without hearings.

The assignment of the two present unassigned vhf channels would give an "unfair competitive advantage" to these grantees, KSTM-TV declared, and would result in the impairment of the ability of the uhf stations to serve St. Louis.

Additional vhf stations generate a reluctance on the part of advertisers to continue to support uhf stations in operation and of vhf set owners to convert to uhf, the St. Louis uhf grantee said. Such actions may even drive uhf stations out of business, KSTM-TV declared, "or at least [discourage] the erection of additional uhf facilities. This might be called the Gresham's law of television."

"If it is the purpose of the Commission to limit the service potentially available to St. Louis to a few vhf stations, then the present allocation should be continued," the petition read. "If it is the policy of the Commission to provide the greatest amount of service technically and financially feasible, then the allocation should be changed and changed as soon as possible so as not to inconvenience the present applicants."

Specific recommendation of the proposed rule change is to delete vhf chs. 4 and 11, add uhf chs. 64, 70, 76 and 82.

Brooks Drops Tv Bid

FORMER Sen. C. Wayland Brooks (R-Ill.) and Mary T. Brooks, doing business as Brookwell Enterprises, petitioned FCC last week to dismiss their application for a new tv station on vhf ch. 8 at Peoria, Ill., which is in contest with competitive bids of WMBD and WIRL Peoria. The Brookwell pleading said that "since reading the Commission's releases, petitioner believes that the prevailing substantial number of am operators who have received grants for television facilities is not a statistical accident and that to prove its public service experience outside of radio against two competing am licensee applicants requires an additional burden of proof which was not originally contemplated."

WHLM Changes Facilities

WHLM Bloomsburg, Pa., last week was granted a construction permit by FCC to change facilities from 690 kc, 1 kw daytime to 550 kc with 500 w unlimited, directional.

WOV COUNTER-CLAIM AGAINST IBC ASKS EQUALITY WITH PRESS IN SPORTS NEWS

WOV New York follows up its victory over IBC in Marciano-LaStarza bout 'round-by-round' spat, requesting dismissal of IBC's suit against the station and asking equal rights with press for broadcasters in covering sports.

WOV New York, which led the fight that won for broadcasters the right to give round-by-round summaries of the LaStarza-Marciano championship boxing bout [B•T, Sept. 28], went back into court last week and asked for a ruling that "broadcasters have the unlimited right to broadcast any news which they can obtain legally."

This request, as phrased by WOV Executive Vice President Ralph N. Weil, was contained in a more legalistically worded counter-claim filed by Wodaam Corp., WOV licensee, against the International Boxing Corp., whose injunction proceedings against WOV touched off the court hearing that gave round-by-round summary rights to broadcasters at the time of the Marciano-LaStarza fight. The counter-claim was filed in Supreme Court of the State of New York and asks for dismissal of the IBC suit against WOV and for a declaratory judgment affirming that broadcasters have equal rights with the press in covering sports events.

Mr. Weil

In his statement, Mr. Weil expressed hope for a full-dress trial before the end of November. He asserted:

Asks 'Unlimited Right'

"Our claim is based on the traditional American interest in boxing and the fact that mass communication media pre-fight publicity creates much of the public interest which enables the International Boxing Corp. to do business. Therefore WOV asks the court to declare that broadcasters have the unlimited right to broadcast any news which they can obtain legally. This station contends that once news is released to the press, it is released for all purposes, including broadcast purposes.

"WOV also demands that International Boxing Corp. produce and disclose any contracts on which it relied for exclusive broadcasting or tv rights to the Marciano-LaStarza fight.

"The issues raised by WOV's counter-claim affect the rights of every broadcaster."

WOV's counter-claim, filed by Charles B. McGroddy Jr. of the New York law firm of Alexander & Keenan, is the aftermath of an injunction granted by the New York State Supreme Court on Sept. 23, against WOV, which denied re-creation of the fight on radio or complete round-by-round reporting. It went farther than IBC had wanted, however, by permitting broadcasters to carry a 75-word summary at the end of each round in place of a similar report at the end of each third round as insisted upon by IBC.

After tracing the background of the dispute and stressing the contention that the radio broadcaster is entitled to equal privileges with the press in disseminating news as soon as it is obtainable, the counter-claim asks for the following relief:

"A. For the dismissal of the complaint against them, on the merits and the dissolution and vacation of the temporary injunction now in existence against the defendants, and for their costs, disbursements, damages and counsel fees resulting therefrom.

"B. For a declaratory judgment against the plaintiffs International Boxing Corp. settling and determining the disputed jural relationship now existing between them as follows:

"(a) Adjudging and declaring that the defendant station WOV is entitled to broadcast without being limited to number of words or in any other manner, all news or intelligence of or relating (1) to the aforesaid boxing contest between said Marciano and said LaStarza or (2) relating to any boxing contest held or to be held in the future by or under the auspices of the plaintiff International Boxing Corp., as soon as said news or intelligence may be legally obtained by said defendant, so long as the following conditions are fulfilled:

"(a) There is no breach of contract, or tort, or violation of any statute, rule or regulation of any applicable authority committed in obtaining the aforesaid news and

"(2) There is no deception of the public in broadcasting and news.

"C. Adjudging and declaring that the release of news of the aforesaid boxing contest between said Marciano and said LaStarza, or of any boxing contest to any medium of mass communication, either directly or through wire services, places the material so released in the public domain as news and permits the broadcasting thereof as soon as said material can be obtained by station WOV either directly from said wire service pursuant to its aforesaid contract, or from any such medium of mass communication.

"And the defendants pray for such other further and different relief as to this court may seem just and proper."

KFAB Scores 'First'

KFAB Omaha's Al Bates was the first newsman from any medium on the scene after an ammunition truck collided with a car carrying four elderly women there, resulting in the loss of four lives. Mr. Bates reached the scene even before firemen. He sent back shortwave reports which were recorded at KFAB, including explosions for more than an hour from 105 mm shells which were set off by a gasoline fire. In the interests of public safety KFAB refrained from putting the bulletin on the air until the explosions had subsided, to prevent a rush of the curious to the scene. The station presented a story of the disaster on its half-hour news program that evening and the next evening put a half-hour documentary, including interviews of officials, on the air. The KFAB staff covering the disaster included News Director Carl Uhlarik, Morning News Editor Sam Cohen and Hugh McCoy, Thomson Holtz, Ernie Spealman and Wilbert Lewis.

The South's Greatest Salesman — still reaching NEW homes every day

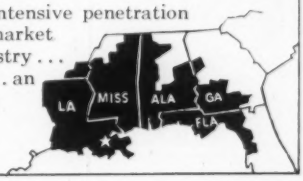
PUT YOUR PRODUCT IN THIS BASKET AND YOU'LL GET:

1 The sales-making impact of the radio station that reaches more Deep South families than any other medium—at far lower cost per family.

2 The continuous backing of WWL's own powerful advertising—24-sheet posters, streetcar and bus signs, newspaper ads that dominate radio pages.

3 Smart, aggressive merchandising support for WWL-advertised products, with big-scale store displays that catch customers while they're *spending*.

Only **WWL** gives you intensive penetration through this four-state market humming with new industry . . . rich with new payrolls . . . an area still unquestionably radio-dominated.



WWL—*leading station in New Orleans night and day—with more listeners now than ever before!**

*Pulse, July-August, 1953

WWL

NEW ORLEANS

50,000 watts CBS radio affiliate Clear channel

A department of Loyola University

Represented nationally by the Katz Agency

FIRST VHF FOR PORTLAND, ORE.; TOTAL NINE TVs DEBUT IN WEEK

First tv station in Portland was the nation's original uhf tv outlet, KPTV (TV). Now industry will watch what will come about in market with the addition of new, vhf KOIN-TV.

VHF came to Portland, Ore., to compete with first uhf station in the U. S. KOIN-TV Portland, vhf ch. 6, started commercial operations last Friday in the city that had for its first home station, KPTV (TV), the original uhf outlet in television [B•T, Sept. 28].

This is being closely watched because it is the first time that a vhf station has entered an area that already was covered by a uhf outlet.

Nine new tv stations took the air last week bringing first local outlets to four cities; five other cities received their second and third home stations.

The nine were:

KIEM-TV Eureka, Calif., vhf ch. 3 (ABC, CBS, DuMont, NBC), represented by Blair-Tv Inc.

WPFA (TV) Pensacola, Fla., uhf ch. 15, represented by Adam Young Tv Inc.

KWIK-TV Pocatello, Idaho, vhf ch. 10 (ABC), represented by George P. Hollingbery Inc.

KCRI (TV) Cedar Rapids, Iowa, vhf ch. 9, represented by H-R Television Inc.

KQTV (TV) Fort Dodge, Iowa, uhf ch. 21, represented by John E. Pearson Tv Inc.

WKLO-TV Louisville, Ky., uhf ch. 21 (ABC, DuMont), represented by O. L. Taylor Co.

WROW-TV Albany, N. Y., uhf ch. 41 (ABC), represented by Bolling Co. Inc.

KOIN-TV Portland, Ore., vhf ch. 6 (CBS), represented by Avery-Knodel Inc.

KANG-TV Waco, Tex., uhf ch. 34 (ABC), represented by John E. Pearson Inc.

Cities that received their first local stations were: Eureka, Calif.; Pocatello, Idaho; Fort Dodge, Iowa, and Waco, Texas. Receiving their second and third outlets were: Albany, N. Y.; Pensacola, Fla.; Cedar Rapids, Iowa; Louisville, Ky., and Portland, Ore.

An am broadcaster who has operated a community television system for a year and three months, and now has 450 connections, went on the air Oct. 9 with a tv station—WSVA-TV Harrisonburg, Va., vhf ch. 3, with antenna 2,130 ft. above average terrain and maximum power of 8.3 kw. WSVA-TV reaches Winchester in the north and Lexington to the south, according to owner Frederick Allman. Regular programming began Oct. 12.

WLBR-TV Lebanon, Pa., uhf ch. 15, beat its test pattern date by three days and went on the air Oct. 12. The station claimed it will put a Class A picture into Harrisburg, York, Lancaster and Lebanon Valley. Commercial operation begins Oct. 25.

KNUZ-TV Houston went on the air with uhf ch. 39 test pattern Oct. 10, and is making its commercial debut this Thursday. Strong signal is being received 40 miles and out, according to George W. Johnston, sales promotion manager. Mr. Johnston also reported that there are 27,900 sets capable of receiving ch. 39. WTVH-TV Peoria, Ill., started regular commercial operations on uhf ch. 19 Oct. 12, and held opening ceremony yesterday (Sunday) with shows from three networks. KOY-TV and KOOL-TV Phoenix, sharing ch. 10, will start formal commercial programming Oct. 24. WNOW-TV York, Pa., uhf ch. 49, is due to go on the air today (Monday) with commercial operations. Uhf conversion count now is 50,000 in the Albany-Schenectady-Troy area, Harry L. Goldman, WROW-TV general manager, reported.

AS this picture shows, the studios and offices of KLIX-TV Twin Falls, Idaho, are nearly ready, although the tv outlet's projected debut still is seven months away. The station will transmit from a butte 14 miles from Twin Falls with a tv transmitter built in a Salt Lake City workshop, says Frank C. McIntyre, KLIX-AM-TV vice president-general manager.

WKNY-TV Kingston, N. Y., has sold all test pattern hours for the weeks preceeding commercial operation to Motorola and its area dealers, Robert Sabin, manager of operations for the station said. WKNY-TV expects to be on the air on uhf ch. 66 in December.

WACH-TV Norfolk, Va., uhf ch. 33, surprised its audience with a "sneak preview" Oct. 6 which, the station claimed, received acclaim as a strong and clear signal. It reached 50 miles north and 179.5 miles south, Station Manager Frederic Clair said.

Stations due on the air in the next 30 days are:

ARIZONA

KIVA-TV Yuma, vhf ch. 11, represented by W. S. Grant, Nov. '53 (granted STA Oct. 7)

ARKANSAS

KATV (TV) Pine Bluff, vhf ch. 7, represented by Avery-Knodel Inc., Nov. 15.

CALIFORNIA

KQED (TV) Berkeley-San Francisco, vhf ch. *9, Nov. 1.

KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe Tv Inc., Nov. 9.

COLORADO

KLZ-TV Denver, vhf ch. 7 (CBS), represented by The Katz Agency, Nov. 1.

FLORIDA

WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Oct. 25.

GEORGIA

WRBL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 1.

ILLINOIS

WBLN (TV) Bloomington, uhf ch. 15 (ABC), represented by Joseph McGilvra Inc., Nov. 1.

WCIA (TV) Champaign, vhf ch. 3, represented by George P. Hollingbery Co., Nov. 7.

INDIANA

WFIE (TV) Evansville, uhf ch. 62, represented by O. L. Taylor Co., Nov. 1.

WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Oct. 31.

IOWA

KWWL-TV Waterloo, vhf ch. 7, represented by Headley-Reed Tv Inc., Nov. 1.

KANSAS

KOAM-TV Pittsburgh, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 15.

WIBW-TV Topeka, vhf ch. 13 (CBS), represented by Capper Sales, Nov. 15.

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 1.

WJMR-TV New Orleans, uhf ch. 61 (DuMont), represented by The Bolling Co., Nov. 1.

MASSACHUSETTS

WSEE-TV Fall River, uhf ch. 46, October '53.

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co. Inc., Nov. 15.

MICHIGAN

WBCK-TV Bay City, uhf ch. 58, represented by Headley-Reed Tv Inc., Nov. 1.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by William G. Rambeau Co., October '53.

WCOW-TV St. Paul, uhf ch. 17, Nov. 15.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, October.

MISSOURI

KOMU-TV Columbia, vhf ch. 8 (ABC, CBS, DuMont, NBC), represented by H-R Tv Inc., Nov. 1.

KSTM-TV St. Louis, uhf ch. 36 (ABC-TV), represented by H-R Television, Oct. 25 (granted STA Aug. 25).

MONTANA

KOOK-TV Billings, vhf ch. 2 (CBS, DuMont), represented by Weed Television, Nov. 1 (granted STA Aug. 11).

NEBRASKA

KHOL-TV Kearney, vhf ch. 13, represented by Meeker Tv Inc., Nov. 15.

NEW YORK

WHCU-TV Ithaca, uhf ch. 20, Nov. 15.

WHEC-TV Rochester, vhf ch. 10 (ABC, CBS), represented by Everett-McKinney Inc., Nov. 1 (share time with WVET-TV).

WVET-TV Rochester, vhf ch. 10 (ABC, CBS), represented by The Bolling Co., Nov. 1 (share time with WHEC-TV).

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Nov. 15.

WCIG-TV Durham, uhf ch. 46 (DuMont, NBC), represented by H-R Tv Inc., Nov. 1.

WCOG-TV Greensboro, uhf ch. 57 (ABC-TV), represented by The Bolling Co., Oct. 30.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Nov. 15.

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair-Tv Inc., October.

OKLAHOMA

KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Nov. 1.

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Oct.-Nov. '53.

OREGON

Eugene Tv Inc., Eugene, vhf ch. 13, represented by George P. Hollingbery Co., October.

KPIC (TV) Salem, uhf ch. 24, October '53 (granted STA Aug. 4).

PENNSYLVANIA

WLBR-TV Lebanon, uhf ch. 15, Oct. 25.

WNOW-TV York, uhf ch. 49 (DuMont), repre-

Buffalo Duel

FLAG duel between the towers of WBES-TV and WBUF-TV Buffalo went into another round when Charlie Thundercloud, identified as a full-blooded Mohawk Indian, shinnied to the 428-ft.-above-street-level top of the WBES-TV tower and unfurled Old Glory. Previously, Confederate sympathizers had flown their standard from the WBUF-TV structure.

...we use the wide angle

Quality representation of a television station calls for sales volume—but much more, too. A station, properly represented, should have at its disposal many services—for its problems include more than those alone of selling time. The representative who performs the job fully brings to it a wide angle outlook encompassing *all* sales and management situations.

Successful television deserves the *complete*—not partial—attention of the representative. Without this intensity of effort, the television station fails to get all that it pays for, and should receive.

Our awareness of broad responsibilities . . . and our *sole* attention to television *only* . . . is the prime reason why Harrington, Righter & Parsons, Inc., is privileged to serve the distinguished television stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

sented by George P. Hollingbery Co., Oct. 19.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., Nov. 7.

TENNESSEE

WTSK (TV) Knoxville, uhf ch. 23, Oct. 25 (granted STA Sept. 4).
WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. 15.

TEXAS

KMID-TV Midland, vhf ch. 2, Nov. 1.
KCEN-TV Temple, vhf ch. 6 (NBC), represented by George P. Hollingbery Co., Nov. 1.
KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 15.

WEST VIRGINIA

WTAP (TV) Parkersburg, uhf ch. 15 (ABC, DuMont), represented by Forjoe Tv Inc., Oct. 25 (granted STA Oct. 8).
WLTV (TV) Wheeling, uhf ch. 51, Oct. '53.
WTRF-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 24.

Alaska

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Nov. 1.

WAAB-TV Worcester, Mass., purchases 5-kw uhf transmitter and studio facilities from Allen B. DuMont Labs preparatory to going on the air on ch. 23 in early spring. Discussing installation are George Wilson (r), WAAB president-general manager, and Lewis Radford Jr., eastern district manager, DuMont Labs transmitter division.

KMLB Renewal Protested

KNOE Monroe, La., has protested to FCC the license renewal of competitor KMLB Monroe, charging that KMLB has been violating the Commission rules and standards with respect to blanket area limitations. KNOE alleged that it has complained to the Commission since 1950 respecting the KMLB blanketing conditions, contending that listeners in the KMLB blanket area particularly cannot tune in KNOE. KNOE is assigned 5 kw on 1390 kc, directional night; KMLB, 5 kw day, 1 kw night directional, on 1440 kc.

WGGA Boosts to 5 Kw

WGGA Gainesville, Ga., boosted its power from 250 to 5 kw and switched from 1240 to 550 kc last month during ceremonies in which important public figures and station personnel participated. WDUN Gainesville will occupy the 1240 kc frequency. Licensed to Blue Ridge Broadcasting Co., of which Charles Smithgall is president, WGGA calls itself "The Voice of Poultryland."

WEWS (TV) Documentary

WEWS (TV) Cleveland last Wednesday was scheduled to show to station executives, newspapermen and set distributors a film, "Right Before Your Eyes," which it has completed on the past-to-present progress of television in the Northeastern Ohio area. The 20-minute sound film, which WEWS expects to televise Saturday, features the stories, not only of WEWS, but of nine other existing or planned competing tv stations in the area. These are WFMJ-TV WKBN-TV Youngstown, WAKR-TV Akron, WICA-TV Ashtabula, WMAC-TV Massillon (now in pre-construction stage), WERE-TV Cleveland (in pre-construction stage) and WHK Cleveland (applicant for tv), all uhf, and WXEL (TV) WNBK (TV) Cleveland.

WJHP To Be Housed In Former Night Club

WJHP-AM-FM-TV Jacksonville, Fla., has purchased for more than $100,000 a lavish, former night club, the Peacock Club on Philips Highway, for its new home.

Built during World War II, the club failed to prosper during the post-war period and was closed down when WJHP-TV officials saw its possibilities as a combined radio-tv outlet. WJHP-TV is expected to go on the air in December.

The building includes a large ballroom, stage, other space and elaborate fittings. It has been described as the plushest of north Florida casinos.

WBRE-TV Shows Admen Commercial Techniques

WBRE-TV Wilkes-Barre, Pa., staged a demonstration of television techniques in producing commercial announcements for the Advertising & Sales Promotion Conference of Northeastern Pennsylvania. The show was incorporated into the station's regular program schedule as well as being televised to the conference. Manager David M. Baltimore wrote the hour-long demonstration, which was narrated by operations director Franklin Coslett and directed by Fred Foerster.

Silver Dollar—Hot Potato

IT'S hard to sell silver dollars, at full or half price—at least that's what WIBV Belleville, Ill., has found. According to station, announcer Bill Bailey started out with 40 silver dollars and was only able to dispose of four. Mr. Bailey paraded the city's main street for 30 minutes, offering the coins to 17 persons picked at random for 50 cents each. He sold two for 50 cents, another for 25 cents and a fourth for 11 cents. The stunt was engineered by the Belleville National Bank as part of its silver jubilee.

Radio-Tv Bring Meredith $3,774,386 in Revenues

RADIO and tv properties of the Meredith Publishing Co., Des Moines, brought the firm revenues of $3,774,386 for the fiscal year ending June 30, according to a company annual report. This compares with $2,057,460 radio-tv revenues for the first year ending June 30, 1952. The report was made by Fred Bohlen, president, and E. T. Meredith, vice president-general manager.

This year's radio-tv revenue figure represents about one-tenth of Meredith's total revenue of $39,009,361 the past fiscal year, the statement said. Meredith publishes *Successful Farming* and *Better Homes & Gardens* magazines. Meredith's total net income for the past fiscal year was $3,349,153 [B•T, Oct. 5].

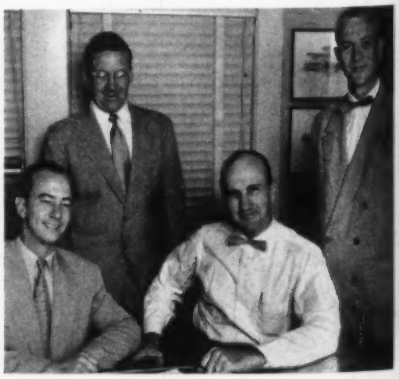
Meredith's application to buy KCMO-AM-FM-TV Kansas City, Mo., for $2.5 million, from Tom L. Evans and Lester E. Cox, was filed with the FCC this month [B•T, Oct. 12].

The publishing firm has owned WHEN (TV) Syracuse since it began in December 1948. It bought WOW-AM-TV Omaha for $2.5 million in September 1951, and KPHO-AM-TV Phoenix in 1952 for $1.5 million.

Radio-tv during the past fiscal year was Meredith's third biggest revenue source, the firm said, with magazine advertising and magazine circulation revenue first and second, respectively. Broadcasting represented only 6% of Meredith's fiscal 1952 revenue and only 2% of its 1951 revenues, the statement said.

WEKY Goes on Air

WEKY Richmond, Ky., last Saturday was scheduled to begin operations on 1340 kc with 250 w on a 6 a.m. to midnight schedule. Station, owned by Degas I. Boyle, is affiliated with MBS. O. C. Halyard, formerly WVLK Lexington (Ky.) program director, is general manager. Other personnel are Jack Parrish, commercial manager; Bob Doll, formerly with WCSI Columbus, Ind., and WDLB Marshfield, Wis., program director, and Reed Anderson, formerly with WSFC Somerset, Ky., chief engineer. Studios are in the McKee Bldg. in downtown Richmond.



WDIA Memphis signs with Graybar Electric Co. for a new Continental 50 kw transmitter. L to r: John R. Pepper, partner; H. F. Jones, chief engineer, and Bert Ferguson, partner-manager, all WDIA, and Willard Kunkel, Graybar electronics salesman.

Why UHF stations prefer the RCA "1-KW"

- **UHF stations can get an RCA "1-KW"** when they want it (shipments are being made within 30 days after order).
- **RCA UHF engineering experience pays off for YOU.** WBRE-TV writes: "Not only are we getting the coverage where we wanted it—WE ARE GETTING COVERAGE FAR BEYOND OUR ORIGINAL EXPECTATIONS!"
- **RCA UHF spells Reliability and Simplified operation.** WTPA-TV says: "Our TTU-1B operates as reliably as any AM transmitter. It's easy to maintain too—just a routine weekly maintenance and cleaning is all that's needed."
- **RCA can supply every UHF accessory you need.** WSBT-TV reports: "We like to get everything from one place, work with ONE responsible supplier—RCA."

Your RCA Broadcast Sales Representative is at your service for technical help. Let him get going on your UHF plans.

TYPE · TTU · 1B TRANSMITTER
Exclusive features of the RCA "1-KW"
*
You can change power amplifier tubes in LESS THAN A MINUTE
*
The only 1-KW UHF with true centralized front panel control
*
High Level (PA) Modulation for superior linearity and flat response
30-DAY DELIVERY

RCA RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

2 More Advertisers Join WOR-TV 'Double Exposure'

Ehlers coffee adds its 'Pulse of the City' and Conte shampoo its 'Lilli Palmer Show' to the WOR-TV plan. Meanwhile, KHJ-TV Los Angeles, also owned by General Teleradio, launches the same plan.

WOR-TV New York's new "double exposure" concept of programming—whereby sponsors of film shows on other stations may put them (including commercials) on WOR-TV without cost—was to be resumed last Saturday, with two additional advertisers participating.

Meanwhile, the same plan has been launched on KHJ-TV Los Angeles, which like WOR-TV is owned by General Teleradio Inc., radio-tv subsidiary of General Tire & Rubber Co., also owner of the Don Lee and Yankee networks and controlling owner of Mutual.

In New York, in addition to the users of the "double exposure" concept for presentation of their own programs, four advertisers have signed for spot adjacencies—which is where the station makes its money under the plan.

The "double exposure" programs are presented on Saturdays and fall into two groups. One is the "juvenile bloc," consisting of *Wild Bill Hickok* at 5:30-6 p.m.; *Sky King* at 6-6:30 p.m., and *Captain Midnight*, which will start next Saturday in the 6 p.m. spot. Second bloc includes *Man Against Crime* at 9:30-10 p.m.; *Inspector Mark Saber* at 10-10:30 p.m.; *Lilli Palmer Show* at 10:30-45 p.m., and *Pulse of the City* at 10:45-11 p.m.

Pulse and *Lilli Palmer* are the latest "double exposure" entries, sponsored by Ehlers coffee and Conte shampoo, respectively. The former is on WABD (TV) New York and the latter was carried previously on WCBS-TV New York. Of the other programs, *Hickok* is sponsored by Kellogg Co., which carried it on WABD; *Sky King* by Derby Foods (on ABC-TV); *Captain Midnight* by Wander Co. (station spokesman said it had not appeared previously in New York); *Man Against Crime* by R. J. Reynolds Tobacco Co. (on CBS-TV); *Mark Saber* by Sterling Drug (formerly on ABC-TV).

Advertisers signed for spot adjacencies were listed as: Northwest Airlines for a 20-second announcement following *Man Against Crime*, through Cunningham & Walsh; New York Telephone Co. for one minute before *Man Against Crime*, through BBDO; Wrigley's chewing gum for one minute following *Mark Saber*, through Arthur Meyerhoff & Co., and Conte shampoo for one minute adjacent to its *Lilli Palmer Show*, through Bermingham, Castleman & Pierce.

Refuse Telecast

THE U. of Cincinnati and Xavier U. refused to allow WLWT (TV) Cincinnati to telecast their annual football game last Saturday, citing that they could not "break faith" with the fans who had purchased tickets to the sellout. The refusal came after the NCAA television committee, NBC and General Motors had given "hearty approval" to WLWT's request to pick up the game instead of the regularly scheduled Alabama - Tennessee clash.

Truck Rodeo 'Stars'

MINNEAPOLIS radio personalities won top honors in the Correspondents Section of the National Truck Rodeo held this year in that area under sponsorship of the American Trucking Assn. Driving passenger cars in the correspondents' competition feature of the truck rodeo Sept. 25, Dean Sherman of WDGY won first place and the station's Bill Cleary took third. "Low man on the totem pole" award went to Miss Meredith Woods, assistant to WCCO's Cedric Adams. Others taking part included Kal Karnstedt and Julian Hoshal, KSTP; Johnny Morris, WLOL, and Merle Edwards, WMIN.

Church Honors McCollough

CLAIR R. McCOLLOUGH, general manager of the Steinman Stations, last week was elected chairman of the department of radio and television of the Presbyterian Church in the U. S. A. He succeeds the Rev. Theodore F. Savage, who has held the position since 1948. A consultant of the church's radio - tv department since its formation in 1948, Mr. McCollough became a department member this year. Mr. McCollough is a member of NARTB's television board of directors and has been a leader in radio and television affairs for many years.

Mr. McCollough

WCAN New York Office

NEW YORK office for WCAN-AM-TV Milwaukee is scheduled to be opened Nov. 1 at 347 Madison Ave., with Vice President Alex Rosenman in charge.

CHECKING the Gates remote transmitter control unit just installed at WCRA Effingham, Ill., one of first in the state, are Jack Armel (l), general manager, and George Kregotis, chief engineer. Consulting engineer Theodore A. Giles of Fred O. Grimwood & Co., St. Louis, supervised installation.

PEOPLES SELLS WOL TO RAU, DILLON

Appliance dealer and Defense Dept. radio-tv man pay $125,000 for the Washington station. Peoples says it is giving up the outlet to make way for larger properties. Sale marks still another transfer of ownership for WOL.

WOL Washington was sold last week by Peoples Broadcasting Co. to two residents of suburban Alexandria, Va., Henry Rau, former appliance distributor, and Charles Dillon, for four years in charge of the Radio-Tv Branch, Office of Public Information, Defense Dept.

The sale, subject to usual FCC approval, involved a consideration of $125,000. It was negotiated through Blackburn-Hamilton.

Transfer of WOL ownership marks another in a series of transactions in which the station has changed hands. The present WOL equipment and real estate, originally sold to Peoples in December 1949 by WWDC Washington for $125,000, figured in a transaction by which the Joseph Katz interests moved their WWDC from 1450 kc 250 w to 1260 kc 5 kw. At that time the Katz interests bought physical equipment of the former WOL from Cowles Broadcasting Co. and retained the WWDC call letters in the shift of frequencies.

Herbert E. Evans, Peoples vice president, said the firm sold WOL "in keeping with our desire to acquire larger properties so we can render a broader type of service." Peoples operates WTTM Trenton, N. J.; WMMN Fairmont, W. Va., and WRFD Columbus, Ohio. It is a unit of the Murray Lincoln Farm Bureau cooperative organization.

Messrs. Rau and Dillon negotiated the purchase as Washington Broadcasting Co. Mr. Rau is president and Mr. Dillon is vice president as well as proposed general manager. They said they both will be active in station operation and propose to emphasize "fast news coverage of the metropolitan area and music to suit general tastes."

Versatile Radio

WAVE Louisville's Bob Kay asked listeners what they were doing during his *Saturday Night Dancing Party* on the station. Some of the 170 answers: A farmer was milking, an embalmer was embalming but enjoying the show, a couple was dancing, another was kissing with the lights out and a girl was putting pictures in a scrapbook. Various men were: Soaking feet, making a book cabinet, eating homemade soup, listening to band practice, doing wife's housework, cleaning false teeth, guarding an industrial plant and planning to jump off a bridge because of unrequited love. Women were: Ironing, making dressing, rolling up hair and reading the comics and preparing papers to sue for divorce. WAVE's point: You can take radios anywhere and do anything you want to with them.

*Gelausedup English

Ein hand gepainted
Sulka tie
Und die Martinis extra dry
Of schweeter girls
Ein gross amount
Gedined on der expense account

Und such a schmart guy
Only he
Who uses...
NHC-AM-TV

-CECIL-

AM FM TV

WNHC

NEW HAVEN

New England's first complete broadcasting service • represented nationally by Katz

*In Plain English

WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas.
125 newspapers carry WNHC daily program listings.

Three steps cover New Haven on radio.

- saturation — write for details
- NBC affiliation
- complete merchandising service

Over Hill, Over Dale

STYMIED by two hills, a valley and dense woods, engineers struck on a way to get needed cement to the construction site of the new transmitter for WNBK (TV) Cleveland. A pump and a hastily-coupled link of pipes were set up and the "cement pump" completed the pouring in a matter of hours. Building is expected to be completed by Christmas in time for WNBK's shift from Ch. 4 to Ch. 3 with increase in power to 100 kw.

WKBS Warns Conlan Not to Rate Station

NOTICE not to take listening data on WKBS Oyster Bay, N. Y., was given Robert S. Conlan & Assoc., Kansas City, in a letter from station President Lee Hollingsworth last Monday.

Mr. Hollingsworth stated that the extent of a station's listening audience is its own business, and that WKBS would not allow any outside organization to measure its audience without "express approval and consent."

Hugh Ike Shott Dies

HUGH IKE SHOTT, 87, operator of WHIS Bluefield, W. Va., and former senator and congressman, died there Monday after a long illness. He was publisher and editor of the Bluefield *Daily Express*. Surviving are two sons, Jim and H. I. Shott Jr., and a daughter.

1,307 Respond to Test On Frequencies by WQXR

WQXR New York has reported some 1,307 listeners from 18 states and Canada provided the station with information on the high and low frequency responses audible to them on their radio sets.

The data was sent as part of an experiment conducted on the Sept. 13 broadcast of the *Adventures in Sound* program, which is devoted to high fidelity sound reproduction of music. During the program, test frequencies ranging from a low of 50 cycles to a high of 15,000 cycles were transmitted, and listeners were invited to provide frequency information and to specify whether the test was made on am or fm radios.

The station said 51% of the 1,307 responses indicated the lowest and highest tones were heard. Based on letters received, the station noted, 69% of listeners used fm sets, 22% am sets, and 9% unspecified.

KBTO Slates Debut

KBTO El Dorado, Kan., is scheduled to go on the air late this month with 500 w on 1360 kc using remote control operation, William R. Tedrick, who has been acting general manager, has announced. Bill E. Brown has been appointed general manager by O. A. Tedrick, owner, who also holds interest in KWOC Poplar Bluff, Mo.

Double Reverse

REPAIRMAN Homer Wills, who specializes in refrigerators, found that he was hopelessly swamped with work. In desperation, he bought time on KCNI Broken Bow, Neb., and asked people not to call him. But the advertising in reverse boomeranged. Customers immediately called, noting his advertising, but beseeching him to "work them in too."

WTVO (TV) Claims 90% Uhf Conversion

NINETY per cent uhf conversion total, said to be the highest in the nation, was claimed last week by WTVO (TV) Rockford, Ill., in reporting that the station is "in the black" after five months of operation.

Hal Froelich, sales manager of WTVO, noted that the 90% conversion total is shown by American Research Bureau figures, and pointed out that the station is in the fringe area of seven vhf transmitters. He attributed the high percentage of conversions to outstanding management, programming and promotion, citing the holding of dealer meetings, dinners and public forums on the subject of mass conversions.

Programming Noted

According to Mr. Froelich, WTVO programs from 6-11 p.m. It has 10 syndicated half-hours, all sold to national spot advertisers, plus network ant local programs and a children's show, *Fun Time*, sponsored by the Dean Milk Co. Mr. Froelich said that Dean reported a 25% increase in milk sales in the WTVO area since starting sponsorship of the show.

The station is affiliated with NBC-TV and DuMont. Its national representative is Weed Television.

Station Shorts

WKJF-TV Pittsburgh, Pa., appoints Marsteller, Gebhardt & Reed Inc. to handle its advertising. Uhf outlet began operation on ch. 53 Aug. 1.

WAUG Augusta, Ga., appoints Robert S. Keller Inc., N. Y., as sales promotion representative in N. Y.

Representative Shorts

WSTV-TV Steubenville, Ohio, appoints Avery-Knodel Inc. as national sales representative.

WSMI Litchfield, Ill., appoints Hil Best as national representative.

Political Rates Cut

RATE for political spot announcements on WKBS Oyster Bay, N. Y., has been cut from $8 to $1, Lee Hollingsworth, president, has announced. The station took the move to increase interest in political broadcasting and to present campaign issues repeatedly.

"...and keep everyone safe"

Until and unless it strikes *your* family, you can scarcely imagine the heartbreak and despair, the suffering and expense, caused by tuberculosis.

It's not possible yet to "keep *everyone* safe" . . . but you can *help* answer the little girl's prayer.

Your Christmas Seal dollars work year round in cutting down the tragedy of tuberculosis.

So, please, send your contribution today to your tuberculosis association . . . one of the families helped may be your very own.

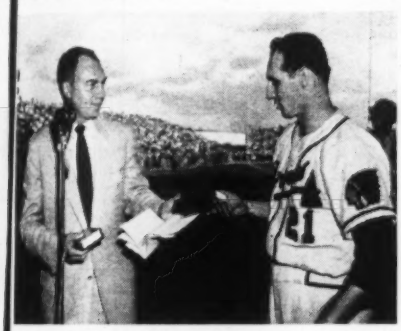
Buy Christmas Seals

STATE, NATIONAL OFFICIALS FETE BRAVES AND WEMP

Last home stand of Milwaukee team is scene of festivities sponsored by Association of Commerce; LOOK Magazine presents awards; Gillespie gets plaque.

GOVERNOR of the State of Wisconsin, Walter G. Kohler, helped the Milwaukee Association of Commerce, LOOK Magazine; the Disabled American Veterans and the Veterans Administration salute the Milwaukee Braves and Earl Gillespie, WEMP Sports Director, for the station's broadcasts of the games. The ceremonies took place during the Braves final home stand of the season.

Before a "standing room only" crowd, Gillespie presented gold watches to Warren Spahn, star pitcher, and Eddie Mathews, National league home run hitter, on behalf of LOOK Magazine.



Gillespie and Spahn

At a game earlier in the week, Gillespie received a plaque presented by the DAV and the Veterans Administration honoring WEMP for its outstanding service to veterans in connection with broadcasting of the games and public service announcements.

Thirty-six members of the ball club received sterling silver money clips with their names engraved on them. President of the Milwaukee Association of Commerce, I. R. Witthuhn paid tribute to its Sports Committee headed by Frederick C. Miller, president of Miller Brewing Co. and sponsor of the WEMP broadcasts. Lou Perini, owner of the Braves and Warren Giles, president of the National League represented the club and organized baseball. Lawrence Timmerman, chairman of the Milwaukee County Board of Supervisors spoke for the taxpayers of Milwaukee County who will have invested about $7,000,000 in the beautiful ball park stadium.

That the Braves games and their broadcasts over a five-state network fed by WEMP were a boon to Milwaukee business was attested to by the Association of Commerce statement, "The publicity and good will which has been spread for our community this year could not be purchased for any amount of money."

With the Braves playing season over the WEMP sports department has turned to play-by-play broadcasts of Green Bay Packers pro football; Marquette University football; University of Wisconsin basketball and Milwaukee Hawks pro basketball. To aid in handling sports programming, WEMP has added Dave Martin, former Big Ten sportscaster, to its staff.

EMPLOYEE-OWNERS WILL OPERATE WEMP MILWAUKEE

New Officers and Directors Named As Stock Re-alignment Is Announced

A STOCK realignment in the Milwaukee Broadcasting Company, operator of Radio Station WEMP and WEMP-FM and applicant for VHF television Channel 12, has given station employees controlling interest in the company. New officers and directors have been named as a result of the transaction, according to A. M. Spheeris, President.

The stock sale, now awaiting approval of the Federal Communications Commission, was instituted (Sept. 9) by previous stockholders and directors. Glenn D. Roberts, Madison attorney and President of the Milwaukee Broadcasting Co. for the past seven years, sold his stock and resigned as President. Roberts said the press of Madison duties prompted his action.

The transaction increases employee-held stock from 20% to 50½%. Employee-holders are Spheeris, Hugh K. Boice, Jr., John Gagliano, Suzayne C. Cleaveland, Thomas T. Dyson, Rolland E. Paske and Earl W. Gillespie, Jr.

New employee officers and directors are Spheeris; Boice, Vice-President; Mrs. Cleaveland, Treasurer; Gagliano and Dyson, directors. Boice is general manager of the radio station; Gagliano, sales manager, Mrs. Cleaveland, comptroller and Dyson a sales representative. Paske is chief engineer and Gillespie is sports director. Boice, Gagliano, Mrs. Cleaveland, Paske and Dyson have been active in the management of the station for the past eight years.

Other stockholders, under the new alignment, are Mrs. Robert M. LaFollette, Jr., Washington, D. C., widow of former Wisconsin senator, Robert M. LaFollette; Dr. Wellwood M. Nesbit, Madison; Mr. and Mrs. John E. Roe, Madison; W. Wade Boardman, Madison; Mrs. William L. Pettey and Mrs. William B. Dolph, Charlottesville, Virginia; Mid-Continent Radio-Television, Inc., operator of Minneapolis CBS Radio Station WCCO and Television Station WCCO-TV.

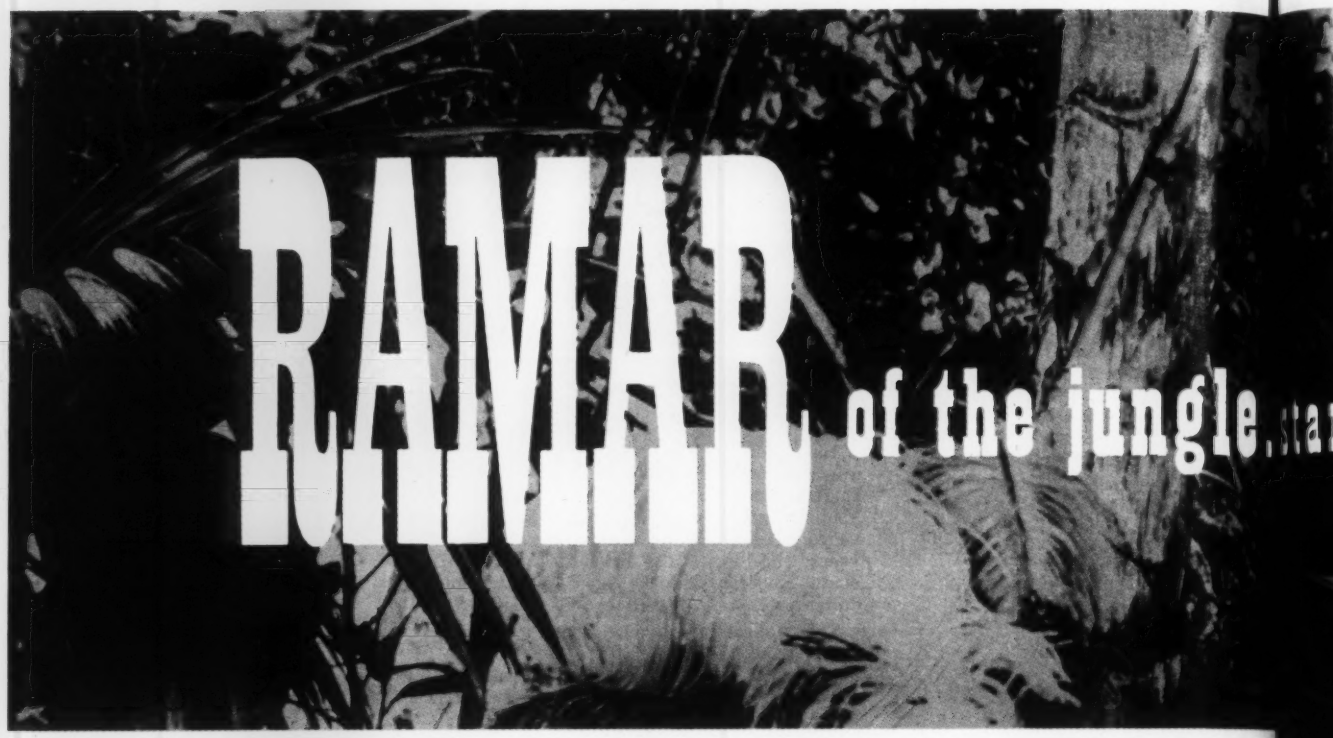
Other officers and directors are Roe, Secretary; Boardman, Director; F. Van Konynenburg and William J. McNally, Minneapolis, Directors. McNally and Van Konynenburg are stockholders and executives of Mid-Continent Radio-Television, Inc., and operate stations WCCO and WCCO-TV.

Commercial Programs Cancelled to Air Remote of Archbishop rites

WHEN Milwaukee greeted its new Archbishop of the Roman Catholic church recently, WEMP pre-empted several commercial programs in order to bring the colorful ceremony to radio listeners.

The enthronement proceedings of Archbishop Albert G. Meyer were broadcast direct from St. John's Cathedral on the morning of September 24, 1953 exclusively by WEMP.

BRAVES HONORED—Left to right, Honorable Walter G. Kohler, Governor of Wisconsin; Lou Perini, owner of Braves club; Warren Giles, president of National League; Lawrence Timmerman, Chairman, Milwaukee County Board; Alvin Monroe, Secretary, Milwaukee Association of Commerce Sports Committee; Charlie Grimm, Braves Manager; I. R. Witthuhn, President, Milwaukee Association of Commerce and Earl Gillespie, WEMP Sports Director at Microphone.



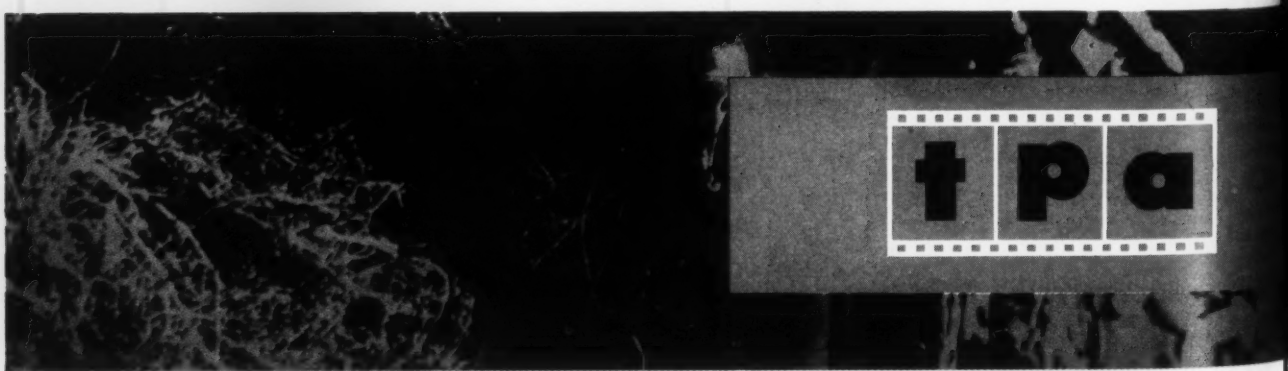
Here's a TV film series that combines mass appeal with a stirring program content that's unique in television.

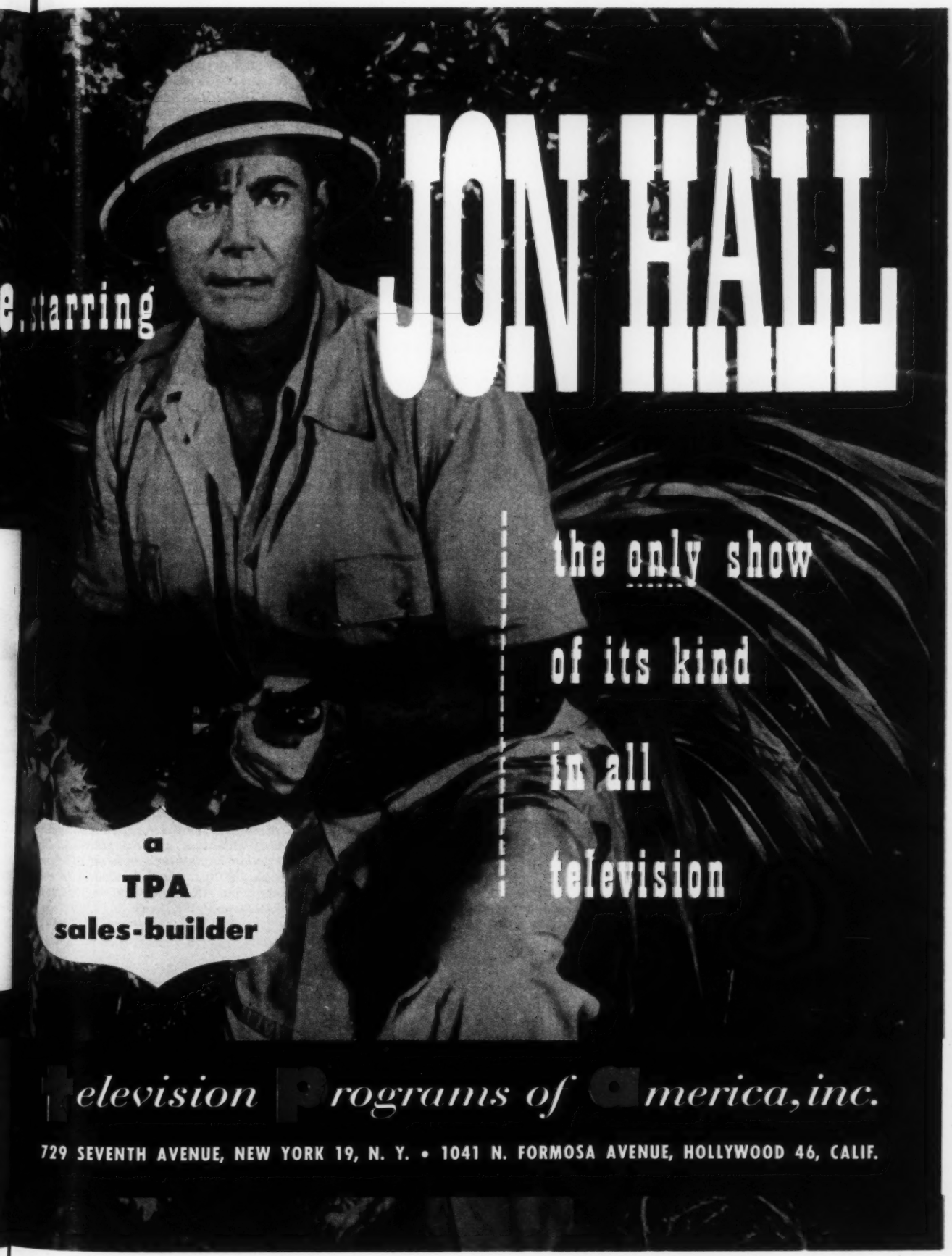
The jungle locale . . . the exciting shots of wild animals . . . the Hollywood-scaled production—give Ramar pay-off audiences in any time period, against any competition. Ratings like 24.1 in Philadelphia . . . 21.8 in Detroit . . . 30.7 in Houston are typical of Ramar performance.

Avoid Identity-Loss with RAMAR

With Ramar, there's no chance of sponsor mis-identification because of confusion with similar program types. There can't be any confusion with Ramar because there's no other show like Ramar on television.

No wonder this TPA package is smashing all distribution records. If you're interested in a sure sales builder, write or wire for remaining availabilities.




e, starring
JON HALL
the only show
of its kind
in all
television
a
TPA
sales-builder
Television Programs of America, inc.
729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

CBS-NBC LEADERSHIP BATTLE ERUPTS ANEW AS WBEN-AM-TV SWITCHES TO CBS

Speculation becomes rife again concerning CBS designs on NBC radio and tv outlets as WBEN-AM-TV Buffalo follows WTAR-AM-TV into the CBS fold, leaving NBC to look for am and tv replacements in New York State's second and the nation's 14th market.

THE leadership battle between CBS and NBC flared anew last week as CBS signed to take over its second major NBC radio-TV affiliation of the year, reviving speculation—dormant since the incipient "revolt" of NBC-TV affiliates was quelled last spring—that CBS also has its sights trained on other top-ranking NBC outlets.

CBS President Frank Stanton announced Tuesday that WBEN Buffalo, affiliated with NBC since 1930, and WBEN-TV, only vhf station (ch. 4) operating or yet authorized in New York State's second largest market, the nation's 14th, were switching to CBS Radio and CBS-TV.

Officials of NBC—which lost WTAR-AM-TV Norfolk to the CBS networks in a signing last spring which became effective in September—said they had no immediate comment on the Buffalo situation other than that they did not yet know what stations would be their new affiliates there.

Observers thought it a good bet that WGR, a primary affiliate of CBS Radio since 1946, might become the NBC Radio outlet. In television, WBUF-TV is in operation on uhf ch. 17 and is affiliated with CBS-TV, ABC and DuMont, while WBES-TV operates on uhf. ch. 59 and WTVF-TV is under construction for operation on uhf ch. 23. Two vhf channels have been allocated there—Nos. 2 and 7—but each is the object of competing applications.

If NBC-TV signs a uhf outlet, observes felt, it probably would launch a high-powered campaign to further uhf set conversions in that area, similar to the one it has been conducting in the Norfolk area where it signed WVEC-TV Hampton (ch. 15) as successor to WTAR-TV (ch. 4).

Effective Nov. 1

WBEN-TV's move to CBS-TV as a primary basic affiliate becomes effective Nov. 1. WBEN becomes a "secondary basic affiliate" of CBS Radio effective at once, but does not take over as a full basic outlet until next June 1. Until that time, when WGR's contract with CBS Radio expires, WBEN can carry only those CBS Radio programs which are not carried by WGR.

Like NBC officials, WGR President and General Manager I. R. Lounsberry—who has long been identified with CBS affiliate-network management relations, having served as head of the Columbia Affiliates Advisory Board—said he had no statement to make about the switch.

WBEN is a 5 kw outlet on 930 kc. WGR operates with 5 kw on 550 kc. Other Buffalo radio outlets include WKBW (50 kw on 1520 kc), an ABC affiliate; WEBR (5 kw on 970 kc), affiliated with Mutual, and three independents: WWOL, a 1-kw daytimer on 1120 kc; WXRA, 1-kw daytime on 1080 kc, and WBNY, 250-w fulltime outlet on 1400 kc.

With the news of the switch of the WBEN stations, which are owned by the *Buffalo Evening News*, speculation immediately arose as to whether CBS might not have some other affiliation irons in the fire.

The so-called "critical list" of last spring—a group of some seven NBC radio-tv affiliates which at the time were reported considering moves to CBS—was quickly recalled. The Buffalo stations at that time were on the "critical list"—a list that seemingly ceased to exist after Brig. Gen. David Sarnoff, board chairman of RCA and NBC, made his now-famous Princeton speech that snuffed out any signs of revolt among the NBC Television affiliates.

WHAM Stopped Guessing

The WTAR stations, also on the "critical list," had signed with CBS before the affiliates' meeting with Gen. Sarnoff. Walter Damm of WTMJ-AM-TV Milwaukee, which also had been deemed a switch-over possibility, was a leader in rallying around NBC after its plans had been detailed by Gen. Sarnoff, and any "revolt" that may have been threatened was considered gone when WHAM-AM-TV Rochester clearly took itself out of the "critical" category a short time later by renewing with, and publicly reaffirming its confidence in, NBC.

Last week, however, it became clear that CBS authorities had continued working—at least on the Buffalo stations. They would not confirm or deny that they also were at work on others. But in some quarters it was considered a strong possibility that they might have an eye on, say, General Electric's WGY and WRGB (TV) Schenectady, among others, al-

we've moved up... way up
for greater coverage in a fast-growing, high-spending market
KOB TV
KOB-TV has doubled its coverage with a new transmitter and specially designed antenna system . . . LOCATED ON THE HIGHEST TV SITE IN THE NATION, 10,832 FEET ABOVE SEA LEVEL!
channel 4 nbc • dumont
a five year listening habit in New Mexico
Climaxing five years of pioneering TV operation, KOB-TV has moved its transmitter and antenna to the highest point in Central New Mexico . . . the crest of the Sandia Mountains, 4200 feet above average terrain. We've rounded up another 61,734 new families in our enlarged coverage area . . . boosted KOB-TV's total coverage to 107,934 families! As New Mexico's first TV station, we're proud to say that our new transmitter and antenna site, plus continued emphasis on program selection and local promotion, combine to keep KOB-TV first . . . by an ever-widening margin!
National Representatives
THE BRANHAM COMPANY
KOB TV
Owners: Wayne Coy & Time, Inc.
ALBUQUERQUE
The ATOMIC Station in the ENERGY Market
ABOVE: Calculated 28 dbu coverage of KOB-TV from new Sandia Crest site.

though GE authorities gave no indication that a switch was contemplated.

CBS President Stanton, in announcing the WBEN stations' moves, said that "for the CBS Radio and CBS Television networks, the new affiliations represent the best possible facilities in the second largest market in New York State and the 14th largest in the country. It is a market which has long had virtually 100% radio set ownership, and which has been so responsive to the new medium of television that after only five years 85% of its homes already have television sets.

"These new associations follow by less than a month the important transfer of the leading stations in Norfolk, Va., to CBS Radio and CBS Television.

"We believe that this news in both markets illustrates the leadership of CBS Radio and CBS Television in the broadcasting industry—and expresses the confidence of stations that these networks will continue to bring to listeners and viewers the finest entertainment, the most comprehensive news, and the most stimulating personalities of the day."

NBC Radio Signs $7 Million In New Business, Renewals

NBC Radio Network has signed $7 million in new business and renewals in the last six weeks, William H. Fineshriber Jr., vice president in charge of the network, reported Wednesday. New business accounted for $1.75 million of the total, he said, listing Miles Labs, Hexol Inc., Lewis-Howe Co., Stewart-Warner Corp. and Socony-Vacuum Oil Co. as those placing new business with NBC since Sept. 1.

Coupled with the $18 million worth of business signed in the 60-day period ending Aug. 14 [B•T, Aug. 17], this brings the NBC Radio Network's gross billings in new and renewed business since mid-June to a total of $25 million, of which $3,750,000 is new business, acquired since the radio network was set up as a separate entity.

Mr. Fineshriber said the new business "is particularly heartening to us since it comes at a normally slack period of the year, after most budgets have been allocated. It is not only additional evidence of the advertisers' confidence in the NBC Radio Network as an advertising medium, but a direct result of our new programming and development of new merchandising concepts to insure the greatest value for the sponsor's dollar."

VAN VOLKENBURG SEES COLOR DEMAND

Advertisers will want color tv more than they now want color in magazines, CBS-TV President J. L. Van Volkenburg tells CBS-TV affiliates at New York color clinic.

ADVERTISERS will want color television even more than they want color in their magazine advertising, J. L. Van Volkenburg, president of CBS-TV, predicted in a speech to 141 executives of CBS-TV affiliates at the network's closed clinic on color in New York on Oct. 9 [B•T, Oct. 12].

He said this is true "not only because of what color will do for their products, but because their customers will want television even more than they do today—and they'll spend even more time with it." His prediction followed his observation that "American business regards color as so important that last year, for example, two out of every three advertising pages of *Life* magazine appeared in color—and at premium rates as high as 50% over black-and-white."

Reviewing CBS-TV's colorcasting plans, which also were detailed by CBS Inc. President Frank Stanton, William H. Hylan, vice president in charge of television network sales, said that "once a color network is a reality . . . we plan to schedule and offer for sale on a multiple sponsorship basis a limited number of daytime programs which will provide not only good advertising value in black-and-white, but experience (and ever increasing circulation) in the color medium as well."

Mr. Hylan, noting that one of CBS-TV's large audience studios is currently being converted for color use, said every CBS-TV client would get a chance to have his program originated in color.

"Although no specific charges have yet been determined," he continued, "every effort will be made to limit costs, over and above existing costs to the advertiser for black-and-white television, to a bare minimum."

In another of the clinic addresses, from which excerpts were released last week, CBS-TV Engineering Vice President William Lodge cautioned stations against holding back until color is more fully developed. "CBS Television has satisfied itself that NTSC color will gradually move into American homes, and we want to move in with it," he said.

"CBS Television intends to spend several million dollars in facilities and in broadcasting during the initial growth period. And we sincerely hope that CBS Television affiliates will find it desirable to make the much smaller expenditures involved in equipping their stations to transmit properly network color programs."

(At the close of the clinic, which included a demonstration of CBS' new color developments—the Chromacoder and one-tube Chromacoder camera; the CBS-Colortron tube, and the CBS-Columbia color set—the affiliates went on record with a resolution lauding CBS for "meeting the challenge of color television" and for having "again demonstrated its leadership in broadcasting," and pledged "full support to making color television a nationwide reality for the near future.")

Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, outlined programming aspects of color tv, which he said is "probably the most miraculous single new development" in the history of the entertainment business.

Merle Jones, vice president in charge of stations and general services, said that analytical market studies of color set production and sales indicated that "one generalization that can be drawn . . . is that transition will be orderly, and that there is some possibility of color dominating the market for new sets as early as 1957."

E. Carlton Winkler, CBS-TV production manager, said, "There is nothing that is impossible, nothing that your staff cannot learn to do with the same skill and ease with which they now handle black-and-white."

John Hayes, president and general manager of WTOP-TV Washington, appraised the significance of color tv to local broadcasters and said that color would quickly attract department stores into heavy use of television.

The workings of the color system were explained in a short, non-technical talk by Peter Goldmark, CBS Labs vice president and long a key figure in CBS color developments.

NBC-TV to Colorcast Pasadena Rose Parade

TENTATIVE plans for tv coverage of the Pasadena Tournament of Roses parade on New Year's Day include use of two color and three black-and-white cameras during the approximately 1½-hour telecast from the top of the Pasadena Elks Bldg. on the parade route. This was announced last week in Hollywood by Barry Wood, NBC-TV coordinator of color, and Roy Neal, network West Coast supervisor of news and special events.

Mr. Wood, in Hollywood to familiarize West Coast personnel with the color tv situation, said of the parade coverage, "The telephone company has assured us we'll have a West-to-East line converted to color by that time. Two of our remote trucks will be driven across country to make the pickup in Pasadena."

Still unsettled, according to Mr. Neal, is the exact starting time for the telecast locally and nationally, and coverage of the colorful mustering area. Present plans call for national viewing, sponsored by Woolworth Co., to go on the air at 12:15 p.m. EST for approximately 90 minutes. Although the parade video will be both in color and black and white, commercials will be only in black and white, he said.

ABC Radio Advisory Committee members and network executives meeting in New York Oct. 8 form a team lineup. In the "line" (seated, l to r) are advisory committee members, Pat Williams, WING Dayton; Frank Carman, KUTA Salt Lake City; Steve Conley, KEX Portland, Ore.; Roger Clipp, WFIL Philadelphia, chairman of the advisory committee; Verl Bratton, WKTY La Crosse, Wis.; Harold Hough, WBAP Fort Worth, and Jess Willard, WGAC Augusta, Ga. Making up the "backfield" (standing, l to r) are ABC executives William A. Wylie, manager, ABC Station Relations Dept.; Leonard H. Goldenson, president, AB-PT Inc.; Robert H. O'Brien, executive vice president, ABC; Robert E. Kintner, president, ABC; Alfred Beckman, national director, ABC Station Relations Dept.; Robert M. Weitman, ABC vice president in charge of talent and programming, and Charles T. Ayres, vice president in charge of the ABC radio network.

SARNOFF, FOLSOM SELL RCA STOCK IN RESPONSE TO 'FINANCIAL PRESSURE'

Board chairman and president of RCA dispose of three-quarters of the 150,000 shares they acquired under an option early this year. Both say they sold the issues to cover loans negotiated for the original purchases.

BRIG. GEN. David Sarnoff, RCA board chairman, and Frank M. Folsom, president, reported last week that financial pressures had forced them to sell three-fourths of the 100,000 and 50,000 shares of RCA common stock that they respectively had purchased under restricted stock options.

The stock was purchased in February, both men reporting that they had been obliged to borrow money from the banks. They said they had hoped to have their personal loans extended, but pointed out that "there has been a material change in financial markets" since the loans were obtained and that, accordingly, it became necessary to repay or substantially reduce the amounts outstanding.

The shares were bought at $17.75 each, the price established in the option agreement approved by the RCA board in November 1950 and by the RCA stockholders at their annual meeting in May 1951. For the total 150,000 shares, this represents an outlay of $2,662,500.

Gen. Sarnoff sold 75,000 shares and Mr. Folsom 37,500 on Sept. 22 in private transactions at what was said to be approximately two points under the $23.50 at which RCA common stock closed on that day. At $21.50, Gen. Sarnoff's shares would have represented $1,612,500 and Mr. Folsom's, $806,250, for a total of $2,418,750.

Gen. Sarnoff said he now owns 30,000 shares of RCA common—25,000 acquired under the option and 5,000 acquired previously—and that "this represents substantially all my life savings." Mr. Folsom said he owns 13,000 shares, of which 12,500 are from the option acquisition and 500 were acquired before, and that in his case, too, "this represents the major part of my life savings."

Both Gen. Sarnoff and Mr. Folsom made clear their faith that RCA stock "is, and will remain, a sound investment," and said they intend to retain their present holdings for investment.

The sales were reported in letters sent by the two executives to the RCA board. The letters were as follows:

"Gentlemen:

"On November 30, 1950, the Board granted Mr. Folsom and me restricted stock options on RCA Common Stock. These options were approved by more than 93 per cent of the votes cast by the RCA stockholders at their Annual Meeting on May 1, 1951. In February, 1953, I exercised my option in full.

"All of this information has previously been reported both to the Board and to the RCA stockholders. The purpose of this letter is to report on matters relating to my stock option which have occurred since its exercise.

"In order to purchase the stock under the option I was obliged to borrow a substantial sum of money. It is no secret that I am not a wealthy man and I would not have been able, without such borrowing, to exercise the option in full before it expired in 1955. I therefore obtained personal loans from banks and I hoped that it would be possible for me to have these loans extended.

"It has always been my intention to retain a substantial amount of RCA stock as an investment. Mr. Cahill [John T. Cahill, board member and attorney] in answer to a question by a stockholder at the May, 1951, Annual Meeting of RCA stockholders, correctly stated my position when he said that, to the extent that one can state a present intention as to an event which might not come to pass until five years from then, it was then my hope and intention to hold this stock for investment. Mr. Cahill added, however, that it was only fair to point out that in this rapidly changing world it was impossible to forecast what the future circumstances both of the nation and of Mr. Folsom and myself would be.

"As you know, there has been a material change in financial markets since February, 1953, when my loans were obtained. As a result, it became necessary for me to repay or substantially reduce the loans made to me. In order to pay off the loans I was obliged to dispose of at least 75 per cent of the RCA stock I had acquired under the option. Accordingly, at my request a banking firm on September 22, 1953, placed for private investment three-quarters of the stock which I had acquired under the option. With the money obtained from the sale I repaid the loans made to me.

"I now own 30,000 shares of RCA Common Stock which consist of 25,000 shares I acquired by exercise of the option and 5,000 shares I held before the option was exercised. This represents substantially all my life savings. Because of my faith in the future of RCA and my belief that my investment in RCA stock is, and will remain, a sound investment, I intend to retain for investment the stock which I now own and I have no present intention of distributing this stock.

Sincerely,

David Sarnoff."

"Gentlemen:

"I have read General Sarnoff's letter of October 1 to you and I write this letter to report on matters relating to the stock option granted to me which have occurred since February, 1953, when I exercised the option in full.

"As is the case with General Sarnoff, I also am not a wealthy man and, in order to exercise my option in full before its expiration in 1955, I was obliged to obtain personal loans from banks. I too hoped that it would be possible to have the loans extended.

"It was always my intention to retain a substantial amount of RCA stock as an investment and the statement made by Mr. Cahill at the May, 1951, Annual Meeting of Stockholders, re-

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

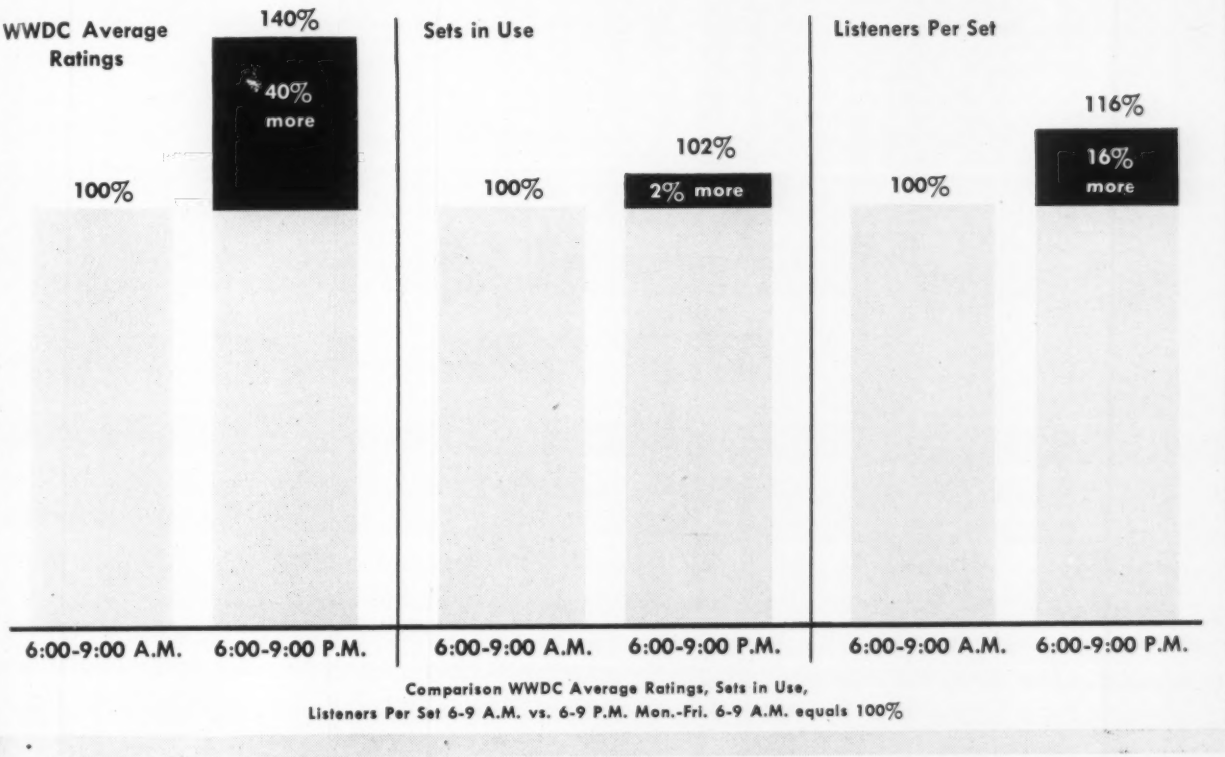
FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS, *Resident Manager*
Davenport, Iowa

In Washington, D.C. . . . EVENING IS EVEN BETTER

particularly over WWDC, Washington's Personality Program Station



Comparison WWDC Average Ratings, Sets in Use, Listeners Per Set 6-9 A.M. vs. 6-9 P.M. Mon.-Fri. 6-9 A.M. equals 100%

*Source: The Pulse of Washington, July-August, 1953

It's an eye-opener but it's true—evening radio time is even better than early morning which is indisputably a splendid value considering listeners per set, audience turnover and family-type audience.

For example, a survey* made in Washington, D.C. of the three hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday produced this astounding comparison:

40% higher average ratings on WWDC in the evening.
2% more sets in use in the evening.
16% more listeners per set in the evening.

The figure for sets in use at night is especially arresting because Washington, D.C. is a mature television market, and a city where early rising hours have contributed to greater radio listening in the morning.

And Washington, D.C. is just one of many other markets across the nation—again including mature television areas—where evening radio offers a much bigger audience than early morning, and a much lower cost per thousand for advertisers.

All percentages point to evening radio as today's best buy. Advertisers and agencies who want to get the most for their money can get detailed proof of this statement simply by calling their John Blair man *today!*

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

ferred to in General Sarnoff's letter, correctly stated my position then as well as General Sarnoff's.

"The change in financial markets since February, 1953, when my loans were obtained, resulted in it becoming necessary for me substantially to reduce or repay the loans made to me and, in order to do so, I was obliged to dispose of some of the RCA stock I had acquired by exercise of the option.

"Three-quarters of the RCA stock which I had obtained under the option was placed for private investment on September 22, 1953, by a banking firm and, with the money obtained, I substantially reduced the loans made to me.

"My holdings of RCA Common Stock now total 13,000 shares consisting of 12,500 shares of the RCA stock I acquired under the option and 500 shares I owned before exercise of the option. This represents the major part of my life savings.

"I share General Sarnoff's faith in the future of RCA and, believing that my investment in RCA stock is, and will remain, a sound investment, I likewise intend to retain for investment the RCA stock which I now own and have no present intention of distributing the stock.

Sincerely,

Frank M. Folsom."

Color Tube Estimate

ESTIMATE of the number of color tv tubes which might be produced in next few years was made last week by Jack Kleinoder, general manager of John Volkert Metal Stamping Inc., manufacturers of metal parts for present black and white picture tubes.

Mr. Kleinoder's estimate of future color tube manufacture is: 1954, 50,000; 1955, 800,000; 1956, 1,600,000 and 1957, 3,500,000. He also announced that the Volkert company is making tri-color gun parts for color tubes and that these parts are available in production quantity to all tv set manufacturers.

Hi-Fi Gear Draws Crowds At New York Audio Fair

LATEST developments in high-fidelity sound equipment were displayed last week in New York as the fast-growing hi-fi industry held its fifth annual Audio Fair at the Hotel New Yorker.

Fortified with such industry names as RCA Victor, General Electric, Philco, Zenith, Hallicrafters, Webster, Columbia Records and Stromberg-Carlson, the fair drew thousands of manufacturing delegates as well as an estimated 25,000 public viewers.

The vastly increased interest in equipment designed to bring high-quality sound to the public via radio, tv and recording devices was reflected in the enlarged space devoted to the fair and the close attention paid to the amplifiers, pickups, speakers and other gear.

Four floors of the hotel were devoted to exhibits. The fair was held in conjunction with the fifth annual convention of the Audio Engineering Society.

Exhibits showing binaural sound, with two speakers fed by double sound tracks, were focal points for fair delegates. Several of the major manufacturing firms showed high-fidelity lines for the first time.

WQXR New York was the only radio station exhibiting at the fair. Its room featured high-fidelity equipment reproducing the station's programs.

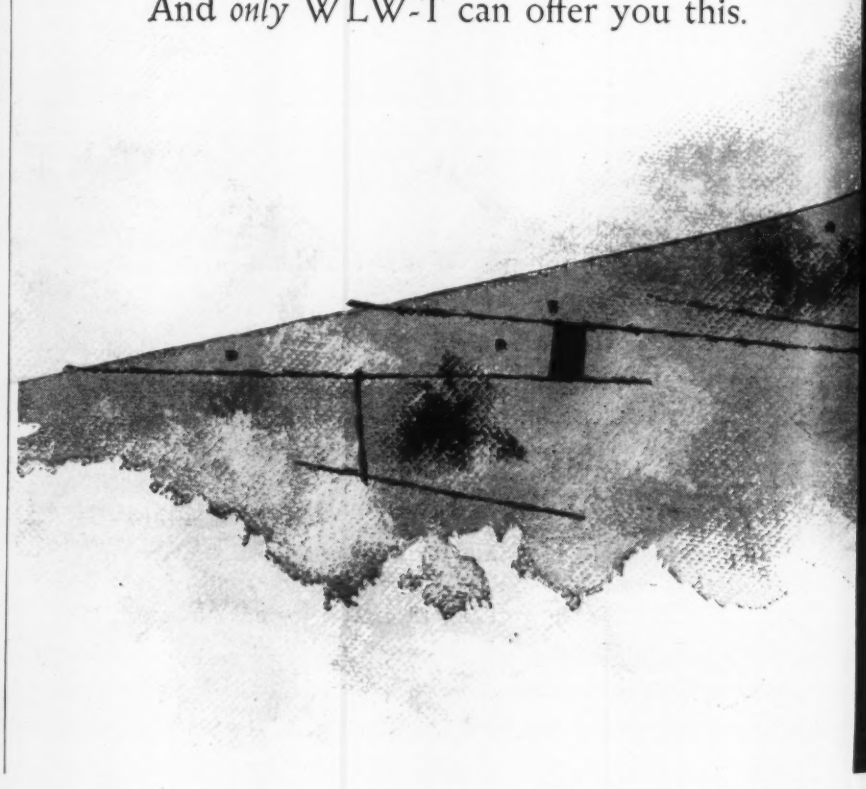
Papers giving details of latest high-fidelity developments were read at the engineering society's proceedings.

Speakers included Louis A. deRosa, Federal Telecommunication Labs; Howard A. Chinn, Robbert B. Monroe and Charles A. Palmquist, of CBS Television; Walter O. Stanton, Pickering & Co.; John W. Hines, Magnecord; Richard Edmondson, NBC; Russell J. Rinkham and Walter T. Selsted, Ampex Electric Corp.; Col. Richard H. Ranger, Rangertone Inc.

Talk about
One-of-a-Kind

No sphinx like The Great Sphinx.
And no TV operation like WLW-T
in Cincinnati! Why? Because
WLW-T gives you the finest facilities
plus thorough client service to
exploit your advertising.

And *only* WLW-T can offer you this.



WLW-T *cincinnati's star station*

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • ATLANTA • CHICAGO • HOLLYWOOD

XUM

FM MULTIPLEXING SYSTEM UNVEILED

Maj. Armstrong demonstrates simultaneous transmission of programs. Method would allow dual use of each channel.

SIMULTANEOUS transmission of two programs broadcast within a standard fm band of 200 kc was successfully demonstrated Tuesday at Pupin Physics Labs Bldg. on the campus of Columbia U. in New York in the first public showing of a system of fm multiplexing developed by Maj. Edwin H. Armstrong, professor of electrical engineering at Columbia and inventor of the fm system of broadcasting, and John Bose of the U.'s Marcellus Hartley Research Labs [B•T, March 23].

The demonstration was presented before the Radio Club of America and the Audio Engineering Society at an evening meeting at which the multiplexing process was described in a technical paper, "Some Recent Developments in the Multiplexed Transmission of Frequency Modulated Broadcast Signals." An advance demonstration was given in the afternoon at a news conference at which Dr. Armstrong informally explained that the main result of the multiplexing system is to permit a secondary use of each regularly assigned fm channel, making possible the use of broadcasting for services previously restricted to wirelines by the scarcity of frequencies in the radio spectrum.

The second channel might, he said, be devoted to a succession of special services, each of interest to, say, 20% of the total audience, who could never be given these services via the main channel, as the broadcaster could not afford to alienate 80% of his listeners to please 20%. Market news was cited as one such service; binaural musical broadcasts as another, and one for which multiplexing is peculiarly fitted as binaural recordings can be broadcast most easily from a single control room when two channels are available.

Tested Several Years

The system demonstrated, which has been tested for several years at KE2XCC, Maj. Armstrong's experimental fm station at Alpine, N. J., "is based on new modulation methods in which the modulation functions for the different channels are performed in separate parts of the transmitting system, so that one channel is protected from the cross-modulation effects of another and so that noise effects originating in one channel are prevented from straying across into and adding to the noise level of the other channel," Maj. Armstrong said.

The subcarrier frequency used is 27.5 kc and it in itself is frequency modulated by the program of the second channel, he said. "At present, an 8 kc modulation range is employed on this channel and at the limit designated by the FCC of the service range of an fm station, the receiver will give on the second channel a signal-to-noise ratio that is the equal of the FCC standards for the signal as it leaves the antenna of the transmitting station."

The demonstration began with the reception of two musical programs for KE2XCC, one broadcast on the main channel, the other originating at WASH (FM) Washington and fed by land line to KE2XCC, which rebroadcast it on the second channel. There was no audible difference in quality between the two programs, as the operator of the receiver (with 13 tubes for the main channel, six for the side channel) switched from one program to the other.

MAJ. ARMSTRONG (R), JOHN BOSE

Next, binaural transmission was demonstrated, programs binaurally recorded being broadcast from Alpine for simultaneous dual reception. The third demonstration contrasted a program originating at WALK (FM) Patchogue, L. I., picked up on an fm receiver at Alpine and rebroadcast on the second channel, with an Alpine-originated program on the main channel. No interference was audible.

Another Demonstration

Another example was a program broadcast by a 50 kw New York am station (unidentified except that it was the one whose transmitter was nearest Bayport) and the same program, broadcast concurrently by that station's fm transmitter and picked up and rebroadcast on

You're looking at hills of golden wheat . . . piled on the ground. Kansas farmers have produced more wheat than they have storage space for and Uncle Sam has stepped into the picture to help them get it shipped or under cover.

When all this feverish activity is over, Kansas farmers will have pocketed over $240 million. If you have anything to sell these First Families of Agriculture, you can do it better, faster and cheaper by using the Kansas Farm Station—WIBW.

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
CBS RADIO
TOPEKA, KANSAS
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

Several Thousand Telegrams and Letters Acclaim KNOE-TV Reception in a Market of 1,664,500 People!

KNOE-TV Monroe Covers "Television Starved" Shreveport

National Association of Letter Carriers
Queen City Branch Number 197

Shreveport, Louisiana

September 29, 1953

KNOE - TV
Monroe, Louisiana

Gentlemen:

Thank you.

Not just for coming on the air with a new station, even though this is important to television-starved Shreveport, capitol of the ultra-fringe area of the United States,

Not just for coming on with an immediate array of first line, high quality programs instead of the usual heavy diet of public service films and old movies that we have come to expect of a new operation,

Not for using more than one camera to provide a variety of angles and for obtaining from heaven knows where cameramen who are clearly qualified,

Not for having a man in the control booth who apparently knows exactly what he is doing (and may I say that unless one has watched and suffered through a new operation while a new control man learns his job, unless one has grown accustomed to inverted and reversed advertising and station break slides, long blank spaces in the picture, and announcers and performers left with their faces hanging out long after the picture should have been cut--unless one has experienced this, it is hard to appreciate the satisfaction of watching a competent control booth in operation),

Not just for any of these things in particular, but a little bit for all of them, do we again say

Thank you.

W. D. Whittekin
4356 Clingman Drive
Shreveport, Louisiana

A James A. Noe Station

KNOE-TV CHANNEL 8
Monroe, Louisiana

CBS (Primary)
NBC-ABC
DuMont

Paul H. Goldman, Vice President & General Manager—H-R Television, Inc., National Representative

the second Alpine channel. Here there was plenty of contrast. The am program was received with a noticeable and annoying background of static plus snatches of dialogue from a Spanish-language station; the second channel fm repeat was clear as a bell.

Finally, the same comparison was made except that this time the Bayport reception of the am and fm broadcasts of the same program was recorded on a stormy August night. The static this time interrupted the am program so frequently and so loudly as to make it unlistenable in the average home; the fm second channel rebroadcast was unaffected by the weather.

"We've now proved," Maj. Armstrong declared, "that fm's second team can lick am's varsity."

CBS-Columbia & Transistors

SUCCESSFUL use of transistors in its production test equipment was reported last week by CBS-Columbia Inc., radio-tv manufacturing subsidiary of CBS. David H. Cogan, president, said that CBS-Columbia is using transistors in high-gain, low-level voltage amplifiers, together with uhf signal generators and auxiliary equipment.

Gates Ships Three

GATES Radio Co., Quincy, Ill., last week announced shipments of radio transmitters to WVOS Liberty, N. Y. (250 w replacement unit); WMVO Mount Vernon, Ohio (500 w), and KBTO El Dorado, Kan. (500 w).

LOUISVILLE'S MOST "WANTED" DEEJAY!

We have the facts, mam . . . . . .

BEECHER FRANK

DESCRIPTION

HT: 6' 1"

WT: Packs Plenty

Booked on: 1080 KC

"BEECH" NAMED AS CORRESPONDENT
IN MRS. HOMEMAKER'S SOAP OPERA DIVORCE!
ALSO CITED FOR KIDNAPPING TEENAGE AUDIENCE!
CHECK CASE HISTORY WITH
A JOHN BLAIR REPRESENTATIVE.

WKLO-LOUISVILLE
ABC - 5,000 Watts
Joe Eaton, General Manager
JOHN BLAIR & COMPANY

WTOP-FM's Test

SUCCESSFUL multiplexing tests over WTOP-FM Washington were announced last week by Multiplex Development Corp. and Crosby Labs. Tests, performed for the U. S. Navy, were conducted on a 24-hour basis for several months over the *Washington Post* fm station. Multiple transmissions were made simultaneously without impairment of WTOP-FM's high fidelity programs, the announcement said, and with the public unaware that other signals were being superimposed on the station's carrier. Crosby Labs. performed the tests, using Multiplex equipment. One possible use seen by the two firms is for stereophonic or "3-D" radio reception. In stereophonic reception, the fm listener would need an adapter for his set, the cost of which would be inexpensive, it was said. Multicasting could be used for tv, the two organizations said, but thus far only for the sound portion of video.

DuMont, GE, RCA Ship Tv Equipment

COMPLETE microwave equipment was shipped last week by Allen B. DuMont Labs. to KVEC-TV San Luis Obispo, Calif. (ch. 6); KVTH (TV) Hutchinson, Kan. (ch. 12); KERO-TV Bakersfield, Calif. (ch. 10), and KTYL-TV Mesa-Phoenix, Ariz. (ch. 12).

DuMont has also shipped a 1 kw uhf ch. 39 transmitter to KNUZ-TV Houston, Tex., and has sold a 1 kw uhf ch. 49 transmitter to WNOW-TV York, Pa.

GE shipped 20 kw amplifiers to KTTV (TV) Los Angeles (ch. 11) and KGO-TV San Francisco (ch. 7). Shipped also was a 12 kw amplifier to WJHP-TV Jacksonville, Fla. (ch. 36), and a 1 kw amplifier to WOSH-TV Oshkosh, Wis. (ch. 48). A 100 w transmitter was shipped to WKAR-TV East Lansing, Mich. (ch. 60) and to KSTM-TV St. Louis (ch. 36). GE also shipped a four-bay helical antenna to WUTV (TV) Youngstown, Ohio.

RCA shipped a 1 kw uhf ch. 58 antenna to WRTV (TV) Asbury Park, N. J., and two 10 kw vhf transmitters to KOAM-TV Pittsburg, Kan. (ch. 7) and KFYR-TV Bismarck, N. D. (ch. 5).

Federal Promotes Frabutt

J. A. FRABUTT, manager of sales to government agencies for Federal Telephone & Radio Co., an IT&T Division, Clifton, N. J., has been appointed general sales manager of Federal. He joined the company in 1939 as a radio engineer and until his assignment to sales activities was associated with the technical development of airplane instrument landings and other navigational aids.

Eight Get Remotes

EIGHT complete remote control systems were shipped by Gates Radio Co. during the Oct. 5-10 period, L. J. Cervone, general sales manager, reported last week. The eight: KVSO Ardmore, Okla.; WMAJ State College, Pa.; KBTO El Dorado, Kan.; WIKB Iron River, Mich.; KSIJ Gladewater, Tex.; WIBB Macon, Ga.; WKNY Kingston, N. Y.; WEKY Richmond, Ky.

BROADCASTING
TELECASTING

features

WREC

. . . . . the winner in every Competition!

Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC as Memphis' most listened-to radio station. Survey after survey confirms this fact. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience in the $2 billion Memphis market with a single schedule on WREC. Surprisingly, rates are 10% LESS, per thousand listeners, than in 1946! Call your Katz man now!

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 470 [illegible] Bldg., Washington 4, D. C.

WISE SPOT BUYERS KNOW THAT

LOCAL live television programs have the most selling power

in Los Angeles that means KTLA

KTLA has more top local live programs than any other television station in Los Angeles

KTLA, its programs and its personalities won *8 out of 21* awards for POPULARITY this year . . . that is twice as many as any other television station received and more than any other two Los Angeles stations put together

KTLA
Paramount Television Productions Inc

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA – THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Visual aids can make tv news more understandable. Page 78.
- Test for tv: Toy sales in January. Page 80.
- How radio keeps 'em down on the farm. Page 82.
- Sports boost radio in Milwaukee. Page 84.
- Simple commercials are the best. Page 86.

The influence of farm radio:

Survey Shows Listener Loyalty

MORE than half the members of the California Farm Bureau Federation listen to the Bureau's *Voice of California Agriculture*, broadcast five mornings a week (6:30-45) on seven radio stations. These results and others are indicated in a survey conducted by the Bureau among 5,000 of its members, according to Milton L. Levy, general manager of KLX-AM-FM Oakland, where the farm program originates.

Of the 300 specialty crops for which California farmers received $2.7 billion in 1952, tops in the nation, Farm Bureau members produced 80%, according to Mr. Levy. The Farm Bureau, which felt that a broader, regional daily radio program was needed in addition to coverage by individual stations, several years ago started the *Voice* program.

Weather, Market, Crop Reports

Conducted by Bert Buzzini, the Bureau's radio director, *Voice* is a complete farm news program with a state-wide weather report, market news, crop reports and important industry matters, plus information for members. Last September *Voice* was voted the top California agricultural program at the state fair, and Gov. Earl Warren (now U. S. chief justice) presented the program a plaque for "pre-eminent public service."

Of 5,000 questionnaires mailed to Bureau members, 740 were returned, representing replies of 14.8%, more than the 10% needed to take an accurate sampling, Mr. Levy said. Of the 372 families (50.2%) who said they listened to the program, some 58.5% said they "listened yesterday" to *Voice*, 31.1% listened "last week" and 6.7% "last month." There were 2.39 listeners per Farm Bureau family.

Replies indicated listeners in 48 of the 53 California counties having Farm Bureaus. Questionnaires were allocated to 49 counties. The program, originating at KLX (5 kw), goes to KFBK Sacramento (50 kw), KFRE Fresno (50 kw), KMPC Los Angeles (50 kw), KFXM San Bernardino (1 kw), KBD Santa Barbara (250 w) and KXO El Centro (250 w).

Two-Year Audience Increase

The survey showed a 7.9% listenership gain over a similar study in 1951. Percentage of listeners by stations were KFBK (31.7%), KFRE (30.7%), KLX (12.9%), KMPC (10.4%), KXO (5.1%), KFXM (2.9%) and KDB (1.7%). There was overlapping coverage in some areas.

The study, which showed that 50.2% of California's 64,559 Farm Bureau families listened to *Voice*, would indicate that the total audience is 74,455, based on 2.39 listeners per family. Of this total, 43,556 would be among those listening every day.

The three current contributing advertisers on *Voice* were correctly identified by respondents, in a sponsor identification test question, as follows: Cal-Farm Insurance Co. (78.2%), General Petroleum Co. (67.1%) and Bank of America (63.1%). Others listed on the questionnaire received these percentages: Sears, Roebuck & Co. (16.3%), J. C. Penney (16.1%), Safeway Stores (14.2%), Anglo California Bank (4.3%), County Mutual (3.2%) and Bank of California (0.008%).

XUM

KSD-TV thinks spot news can be made more comprehendable on tv than on radio—if simple but effective visual aids are used. The station has borrowed the "illustration" techniques of newspapers and magazines to add meaning to its tv news stories by use of pictures.

Making Tv News Understandable

By Richard M. Weiss

IT IS possible to telecast real news in a way that is easier to understand because it is on television. Television news *can* be easier to understand than radio news. It *can* be easier to understand than newspaper news. Usually it is not.

Usually, when the news telecast does not consist of an announcer's face on video and a radio newscast on audio, it is made up of newsreels of day-old or week-old news or —worse—something that never was news at all but that happened to be scheduled at a place and under conditions that made sound film easy to get. Films of style shows, publicity stunts, bathing beauties, Boy Scout Jamborees, cornerstone layings, block parties and testimonial dinners can be made into interesting programs—we use them ourselves—but they do not make newscasts, no matter how much money networks, newsreel syndicates or local stations spend to get them.

It was shortly after Paul W. White concluded in a BROADCASTING • TELECASTING article that "Spot News Is Better on Radio" (Feb. 9 issue) that we at KSD-TV decided to demonstrate, to the contrary, that spot news is better on television.

We started with two cardinal rules: The most important news of the day should be covered as completely as possible in the time allotted to the newscasts. There should be no production on the screen that does not help the viewer understand the news item.

We do not include any news item just because we happen to have a picture of it, still or moving. An item on our spot newscast has to be more important than any item left off it. That is one of the most obvious rules conceivable, but it is more violated than observed in most television newscasts across the country. Going a step further, we allot time to items on our spot-news telecasts in approximate proportion to their importance, compromising only to the degree that some stories of somewhat lesser importance must be told in some detail to be understandable.

We don't put a picture or a film on the screen for the sole purpose of getting the newscaster off the screen. A stock still picture of a man who has made news does not illustrate what he has said or done. It only distracts the viewer, who sees one thing and hears another. We also concluded that a moving picture of a man saying, or even doing, what has made the news often fails to tell the story as it should be told.

Sensible Summarizing

When President Eisenhower proposes a five-point tax program, it may be possible to get a sound newsreel of the President making the proposal—that is, if you are not so far from Washington that the film will not arrive until a day too late. But Mr. Eisenhower speaks for half-an-hour or more, and we want to tell the story in 90 seconds, or less. His own words, in his own voice, can be abridged, but they cannot be made into a clear summary. It is much better to summarize his words in a statement written by our own news staff specifically for television. We can help the audience understand the points by using just about the simplest television technique there is: List the points on a sheet of paper and telecast the list. Point to each item as it is discussed.

It is easier to make a statement understood by showing it in print at the same time that it is stated by word of mouth. That is the reason that same technique is used with such great frequency on television commercials.

Speaking of commercials, how many graphs have you seen purporting to prove that "our" product is many percentage points better than products A, B and C? How many television newsmen have argued that the public does not understand graphs and charts? At KSD-TV our newsmen cast their votes on that point with the commercial writers, who have never been known for any high respect for public intelligence.

If the public understands graphs and charts, it also understands maps. In fact, maps are easier to understand. They are a familiar adjunct of modern life. Everyone who has toured in the family car has used a map.

At KSD-TV we use maps, a lot of them, but we use them only when they help the story. We don't use them when they will distract the viewer from the real news. A general strike in France would not ordinarily call for a map of that nation. A strike in four cities of France might call for a map.

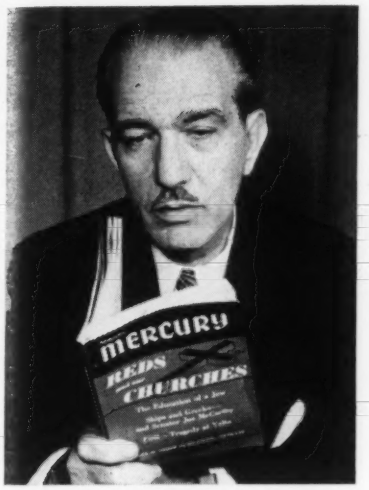
We take another tip from the commercial writers. When possible we show the "product," the thing itself that made the news. That magazine article that cost J. B. Mathews his job with the McCarthy committee was available at any news-stand for 35 cents, and the cover of the magazine made a nice flash of the title of the article. Plans for a complete revision of Federal tax laws called for a borrowed volume containing those tax laws—a very large volume of very small print, and we showed it. Cost: nothing.

Changes in the cost of living may be illustrated with coins. What once cost one dollar now costs one dollar and 15 cents. Congressional debates over the Federal budget may be illustrated the same way. What part of each dollar spent by the government goes for defense, foreign aid, for interest on the debt, for domestic services? In the alternative, stacks of poker chips may be used. We have used both methods of illustration, as well as ordinary graphs.

Analogies are useful on occasion. The atomic energy commission develops a method of "breeding" atomic fuel. It is as if the viewer could burn coal in his furnace and, at the sime time, convert rocks to coal. He would never run out of coal as long as he

(Continued on page 80)

Mr. Weiss is on the news staff of KSD-TV St. Louis, owned by the St. Louis Post-Dispatch.



When possible, KSD-TV shows audience actual item making news. Here newscaster Del King holds issue of *American Mercury* that carried article on communism in churches that cost J. B. Matthews, its author, his investigating job with McCarthy committee.

'Illustrations' for Spot News on Television

Maps can be animated by flipping over sheets of clear acetate, hinged to top of mounting board with masking tape. Markings on acetate overlays can be changed within seconds of air time. KSD-TV sets deadline for any production device at moment it goes on camera.

When U. S. and Spain signed pact to give U. S. bases, KSD-TV used map with two acetate overlays, one showing naval bases (circles), the other showing air bases (stars). Bases were indicated with pointer by newscaster as he explained where each was and its importance.

A simple but effective way to show rise in cost of living index illustrating story on that subject is this. Point to be made was that an article costing a dollar in the base period, 1947-49, cost a dollar and 15 cents in August 1953.

Making Tv News Understandable

(Continued from page 78)

had rocks. The "breeding" of atomic fuel is not too different. The props required for the demonstration are a piece of coal and a rock for the newscaster to hold in his hands and to indicate as he compares them to atomic materials. The cost of the production is nothing.

We have found at KSD-TV that we do not need a crew of artists and prop men for our news productions. We need only a newswriter with imagination and energy and a newscaster with sufficient poise to use gestures as he speaks. Smaller stations might be able to combine the two jobs.

There is nothing very tricky or difficult about drawing graphs and maps and animating them. Anyone with two hands and ten fingers can make a presentable map by tracing it through onion skin paper with a speed-ball pen. Lettering can be handled with stencils. We have prepared clear, neat, animated maps in as short a time as ten minutes.

We animate our maps and graphs by stapling them to cards and hinging clear sheets of acetate to the top with masking tape. The transparencies are flipped over the map or graph as cued in the script. We mark the acetate with china-pencil for simple lines or lettering. For more involved animation we use pressure-sensitive tape or rubber cement to attach names, arrows or anything else to the acetate.

KSD-TV subscribes to a wire picture service and a syndicated newsreel service. We use both extensively on some programs but only in a very limited manner in our spot news programs. Occasionally we get a newsreel clip that is both timely and apt. Once in a while wirephotos are worth using. We usually animate still pictures by panning across the picture. We maintain a large library of stills for occasional use where appropriate, e.g., "This is the type of plane that crashed." We also animate stills with acetates or superimposition when appropriate.

We get our productions on and off the screen in a hurry. No one is going to stare very long at a map or chart. If they are as simple as they should be, 15 seconds will give enough time to understand them. Occasionally, on a major story with several acetate flips, the production may run as long as 30 seconds.

What is the result? We have a ten-minute daily spot-news telecast that has a film clip once or twice a week, an occasional still picture, one or two maps most days—always animated—a couple of charts most days, many of them animated, an occasional graph, always animated. The announcer is on camera about half the time, but rarely for more than one minute at a time.

The audience is interested. It is informed better than it could be in ten minutes listening to the radio or ten minutes reading a newspaper. It learns the top news of the day in an interesting way.

Test for Television: Toy Sales in January

"YOU CAN'T follow Santa Claus" is the running plaint in the toy industry. Yet one firm did it—with television. Employing the medium in a unique post-Christmas campaign last year, the Playskool Mfg. Co., Chicago, achieved such conspicuous success that, as a direct consequence of the effort, the company is now devoting 35% of its overall budget to tv and expects to expand even further next year.

It all started last January when Playskool decided to test television. The firm deliberately chose a notably weak selling period for toys, January, after the climactic Christmas push, and launched *The Pioneer Playhouse* on WCAU-TV Philadelphia Saturday mornings, 10:30-11 a.m., on Jan. 24, for its Lincoln Logs.

The impact of the Philadelphia test series was so exceptional that Wanamakers reported a 500% increase during the period of the program.

One jobber of toys revealed that during February he totaled 68% of his entire 1952 business on Lincoln Logs.

The show opened with a Pulse rating of 4.5 and five weeks later had virtually doubled the rating to 8.8. This gave the program the highest pre-noon children's show rating in the area and made it one of the top tv shows in recent Philadelphia history. Nearly one out of every ten sets in the region, figures proved, was turned to *Pioneer Playhouse*. The show also achieved a rating almost double that of shows seen on other stations in the area at the same time—one of them a top network children's program.

The format of the show featured a host, named Patches, plus an incorporated Gene Autry television series seen for the first time in that area. As an added means of selling the product, Playskool inaugurated the "Lincoln Logs Building Contest," worked out in cooperation with local toy and department stores. The contest was opened to local youngsters from 6 to 10 and applications were distributed through stores which forwarded them to the station.

Five youngsters were chosen to appear on the show each week and build structures from Lincoln Logs. The contest began at the outset of the program and winners were announced at the show's close, with attention also focused on the contestants during the program's half-point break.

The contest, originally conceived as a selling device, developed into the show's chief attraction, with a flood of applications pouring in from stores every week. The contest also won the admiration of noted educators who saw in this demonstration an admirable use of tv as a means to encourage youngsters to play constructively.

On the basis of its success in Philadelphia, Playskool arranged to take the show to Chicago effective Oct. 9. As with the earlier package, the program is hosted by a local television personality, in this case Bob Atcher, a Chicago cowboy character, who will fill in with tales and tunes of the Old West in the intervals between the Gene Autry film serial, *The Phanton Empire*.

The Lincoln Logs building contest, in which five local youngsters between the ages of 6 and 11 build log projects before the tv camera, will be repeated as the commercial part of the program. Each week the juvenile contestants, whose applications to appear will have been submitted through cooperating toy and department stores, will compete for top prize of a bicycle, a watch and other awards including Playskool toys and Appleton Juvenile furniture.

Patches, star of *Pioneer Playhouse*, demonstrates Lincoln Logs.

A personal appearance tour in some of Chicago's major department stores will be booked for Bob Atcher.

In addition, at the ABC theatre, the star will give three special shows on Thanksgiving Day. Tickets for this performance will be available at Chicago toy stores, thus giving the smaller merchants a chance to benefit promotionally from the program.

Tom Grimes, advertising manager for Playskool, told B•T that "we are all gratified with the results of our Philadelphia television show and we are watching with a great deal of interest the results of the expanded fall program. In a large measure it will determine our planning and budgeting for 1954."

Lee Friend, partner of Friend. Reiss. McGlone, New York, agency for Playskool, is credited with inspiring the firm's plunge into television. Heretofore, in its 26-year history, the toy company had used mostly magazines and some newspapers. After one season in television, the company will now be allocating more than a third of its budget to that medium. By spring the figure may be up to half.

FIRST

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RADIO

Keeps 'Em D

BY JOHN OSBON

THE QUESTION has often been asked: "How you gonna keep 'em down on the farm?"

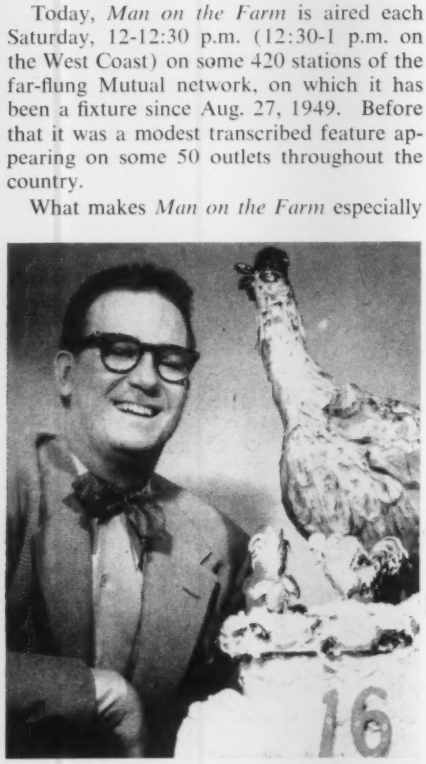
The answer might well be: Put them on Mutual's *Man on the Farm* program, now in its 16th year under the sponsoring wing of the Quaker Oats Co.

This half-hour, farmer-participation show is one of the oldest commercially sponsored programs on the air today, and one of the very few that have been on the air continuously for the same client over 10 years.

So it must be reckoned that Quaker is gratified with the results of a farm feature on which it advertises its Ful-O-Pep feeds (also a spot for Ken-L-Ration). Its executives have indicated as much.

Today, *Man on the Farm* is aired each Saturday, 12-12:30 p.m. (12:30-1 p.m. on the West Coast) on some 420 stations of the far-flung Mutual network, on which it has been a fixture since Aug. 27, 1949. Before that it was a modest transcribed feature appearing on some 50 outlets throughout the country.

What makes *Man on the Farm* especially appropriate as a title is the fact that the program originates at the Quaker Oats poultry experimental farm at Libertyville, Ill.



At beginning of *Man on the Farm's* 16th year, Chuck Acree, the program's m.c., was presented with cake, featuring a sugared brood of poultry.

In the past 15 years, the Libertyville poultry center has become a haven of farm fun, entertainment, instruction and quiz prizes, all of which have served to make avid listeners — and participants — out of farm folk.

This listener loyalty (comparable in some ways to that manifested for ABC's *Breakfast Club*) has paid rich dividends to both the sponsor and the network and afforded a suitable vehicle for the talents of Chuck Acree ("The Man"), who has been doing business at this old stand since the program originally started. He also directs and produces the series.

The program also commands the very personal interest of Quaker's own executives, including Arno Dennerlein, manager of Quaker feeds division, who serves as personal broadcast spokesman for the client. "Denny" has lived with the show since it began. What does Quaker think of its farm feature in terms of a commercial property?

Says Mr. Dennerlein:

"Our purpose is to give coverage to our dealers—what we consider a low-cost coverage. The program has been of tremendous help to dealers. Since we bought *Man on the Farm*, our growth on poultry feeds has been very substantial."

Maximum Discount

Quaker's feeds division is able, indeed, to enjoy low-cost coverage, when one takes into account the maximum discounts Quaker realizes from its other shows on Mutual.

The history behind *Man on the Farm* is an interesting one. The story goes that Arthur Marquette, now president of Sherman & Marquette, broached the idea to George C. Biggar (then as now with WLS Chicago). Mr. Biggar's production talents (he was executive producer then, now directs the *National Barn Dance*) have long been recognized in Chicago. The result: The show got underway Feb. 12, 1938, on WLS.

It soon branched out as a transcribed feature to 13 and later 50 stations throughout the country, but even then Quaker thought it could obtain better coverage results commensurate with its distribution.

These "advantages" of moving to a network have been cited:

(1) A uniform time period of broadcast in each time zone at a time favorable to high farm listenership.

(2) The bulk of the 550 Mutual stations are located in the rural area.

(3) Permitted selecting stations based on distribution of Ful-O-Pep feeds.

(4) Provided primary coverage for better than 85% of all dealers.

(5) Made possible the mentioning of dealer names over the individual stations. (Mentioning 1,824 at present.)

(6) Permits localizing the show within six areas with special management talks, commercials, and Blue Ribbons.

Program on Tape

Until recently, *Man on the Farm* was originated as a live program, but Mr. Dennerlein and his associates soon found that taping had its advantages (a faster-paced show by editing and flexibility in use of the program in different areas). Quaker can dub in cattle, hog and other feed specialists locally, as well as dealers' names. Thus, according to Mr. Dennerlein, "it becomes practically their radio program."

The broadcast is now tape-recorded each Saturday for use by all stations the following week at the same 12-12:30 p.m. period. (The program ran a full hour until 1950.) The recorded sessions sometimes run 45 minutes and the material is later edited for local station use.

The Mutual farm series doesn't rack up any overly impressive figures by Nielsen or other research rating methods, but network and sponsor both tend to discount this lack, noting that Nielsen Audimeters are conspicuous by their absence in rural areas. But even so, Nielsen reports the show is heard on the average in better than one million homes each Saturday.

"This means we reach approximately 200 homes per $1—which is much less than it would cost us to send a post card," Mr. Dennerlein has reported.

Mutual does point to a "Hometown, America" survey (prepared by J. W. Ward

Down on The Farm

but actually negotiated by MBS) of February-March 1952. The broadcast showed up well in areas where MBS is the only network represented (by some 329 stations). The program posted a creditable 15.6% compared to a top of 3.7% for one of the other networks whose programs were heard from nearby cities.

A second or non-tv study of cities outside normal television range gave *Man on the Farm* a 10.2% as against 5.5% for the next top network offering.

Additionally, Quaker's feeds division has conducted its own surveys, including a rural mail study covering 8,000 subscribers in eight states. It received a 24% return from subscribers to farm papers and a 54.6% response from men, which was considered phenomenal in view of the theory that farmers don't write many letters.

In its own way—and after its own fashion—*Man on the Farm* has evolved as fully a commercial success as perhaps other more established agricultural shows. Sherman-Marquette handles the Ful-O-Pep and other Quaker products, with Harry Barger as account executive.

Neither Mutual nor various farm organizations has lacked for ideas when it comes down to the matter of promoting the vehicle. "Man on the Farm Week" is rapidly becoming a national institution. (This was the second year.)

Network Promotion

For its own part, the network recently went all out in its promotion department and devised a spot announcement schedule ("teasers") for what it called "Buildup Week" (Aug. 9-15) in advance of the actual occasion (Aug. 16-22). It fed recorded and live material to its 560 MBS affiliates in the form of special promotion kits.

MBS also arranged for salutes from a host of its network programs (*Faith in Our Time, Twenty Questions, Farm Quiz, Ladies Fair, Rod & Gun Club, Take a Number, Joe Bier Show, Queen for a Day* and others). The American Meat Institute also joined hands with the National Grange and 4-H clubs to pay homage to the show. And Secretary of Agriculture Ezra Taft Benson also offered his congratulations. Local stations participated in the promotion, with dealer tie-ins in various areas. MBS likes to point out that the strength of the program is not necessarily concentrated in farm markets, and that its WOR in metropolitan New York even supported it to the hilt.

The annual "Man on the Farm Week" was originally established last year to pay tribute to the American farmer. It also serves as a means of heralding the return of the farm participation show after its usual summer hiatus. (Quaker abdicates sponsorship during the summer months when the farm market is less important.)

Successful attendance at the weekly *Man on the Farm* show in Libertyville also suggests what many farm broadcasters have long suspected: that farm radio is far from dead and is, in fact, a rich source of revenue to all concerned. People drive from as far as 1,000 miles away to watch and take part in the clambake, hours before it gets on the air.

The farmers are prosperous, driving the best cars and giving credence to the theory that the farm dollar is one to be truly reckoned with by any agricultural advertiser. As one observer put it: "These farmers are the new aristocracy. Nothing but the best for them."

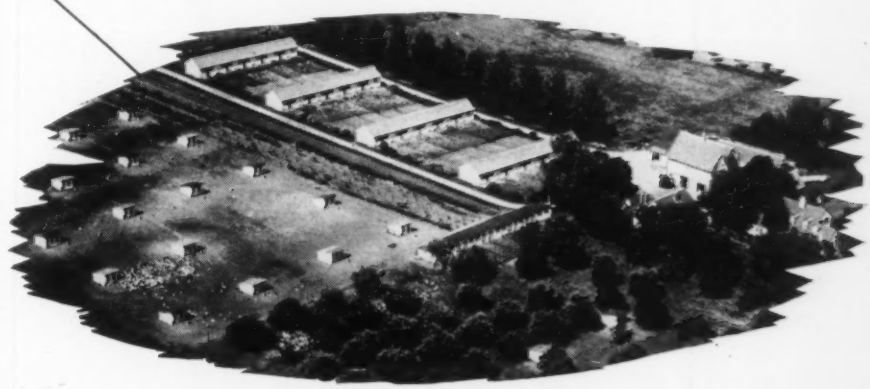
The "man on the air" who handles this hybrid of farm fun—Chuck Acree—knows farmers and their problems intimately, a knowledge born of his association through the years with WLS Chicago.

Mr. Acree quizzes the audience in a studio accommodating (but not seating) perhaps 200 people (it was constructed in one of the large incubator rooms and the audience stands up) and matches wits with comedian Reggie Cross. (Other entertainers: vocalist Ann Andrews, organist Porter Heaps, singer Don Moreland.) Mr. Dennerlein summarizes news of the poultry world and dutifully pins a blue ribbon on the "Poultryman of the Week." Dr. O. B. Kent, feed research director, advises farmers on technical problems. Occasionally, announcer George Menard gets a word in edgewise.

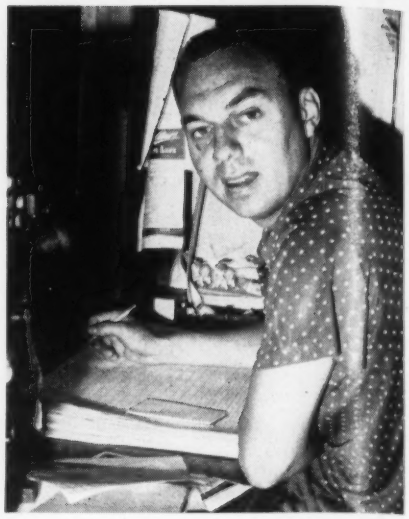
Of course, any program can have guest stars but *Man on the Farm* makes a specialty of turning its studio fans into stars. It probably boasts one of the largest rosters of "unpaid talent" of any network show today.

Rural hospitality permeates the atmosphere. No tickets are required and coffee and doughnuts are served from 10 a.m. on, with a tour of the farm after the broadcast. (Libertyville itself is a small farm community some 40 miles north of Chicago near Waukegan.)

Man on The Farm is broadcast from the Ful-O-Pep experimental farm (below) at Libertyville, Ill. Studio is in converted chicken incubator room, and audience, usually about 200, stands up since no seating is provided. Despite lack of comfort, capacity audiences habitually attend.



Baseball, Beer and Radio: Milwaukee's Favorite Diet



Sportscaster Earl Gillespie's popularity rose with that of the Braves. He's a public figure in Milwaukee.

WHEN Milwaukee became the home of the Braves last summer the Miller Brewing Co. of that city made a smart decision. It decided broadcasts of the Braves baseball games were big enough to be carried on two Milwaukee stations, WEMP and WTMJ.

That the brewing concern was right is attested by what followed. Surveys showed that during the time games were being broadcast 75% of all radio sets in use were tuned to baseball.

In addition 19 Wisconsin, Michigan and Minnesota outlets carried the games, plus 19 others of the United Broadcasting network on the East Coast and in the South.

What happened in Milwaukee has seldom been equalled. Thousands of Milwaukee fans resurrected sets and installed them in bathrooms, attics, basements, offices and garages. They didn't want to miss a single inning. Radio set servicemen reported zooming trade with repair jobs frequently 100% above normal. Distributors reported radio set sales increases of 100-200% with portable sales reaching as high as 1,000%.

WEMP was selected to feed the networks with its sports director, Earl Gillespie, doing the play-by-play, assisted by Blaine Walsh of WTMJ. Lou Riepenhoff, WEMP public relations director, tells this story:

"A neighbor and I walked down the block one night last summer. Everything was open and sound traveled well. We decided to count the radios where Earl Gillespie's voice could be heard broadcasting the Braves game. There were 15 houses on our side of the block. Twelve of them had the game on.

"'Wonder what ever happened to television?' my neighbor inquired whimsically. Though I was aware his thinking wasn't completely accurate I couldn't help but chuckle a bit myself. For I knew that accredited surveys had long since confirmed his observation and radio—the medium that was supposed to have been relegated to obscurity several years back—was thriving as it never had before."

Mr. Riepenhoff continues:

"Fans attached portable sets to belts when they went fishing and hooked them on caddy carts on the links. Riders asked cab drivers if there was a radio aboard. If not, they looked for another cab.

"When games were in the East, they started in the late morning. Restaurants lured lunch trade by piping games into the dining room. It was the biggest thing that had happened to Milwaukee radio in as long as anyone could remember."

Miller's WEMP-WTMJ local arrangement was so successful that the same setup has been introduced this fall, with the Green Bay Packers pro football broadcasts being carried on the two Milwaukee stations as well as on 35 Wisconsin, Michigan, Minnesota and Iowa stations. Tony Flynn of WJPG Green Bay has been added to give a state-wide flavor to Mr. Gillespie's broadcasts.

The wisdom of Miller's approach on its Braves and Packers broadcasts through its agency, Mathisson & Assoc., is readily apparent and obviously fruitful. This same smart use of radio on Marquette U. football (in the past) and basketball and Milwaukee Hawks and Wisconsin U. basketball, coupled with solid 1953 merchandising techniques, has meant increased audiences, consumer impact and sales for Miller and other play-by-play sports advertisers.

Much credit is given to Mr. Gillespie for the upsurge in Milwaukee radio during the three years he has done Milwaukee Brewers baseball (carried 13 years on WEMP), Marquette football, Milwaukee Hawks basketball and Packers and Braves games for WEMP. His career, according to Mr. Riepenhoff, is a "Horatio Marconi" story of the first order.

Originally Mr. Gillespie chose baseball as a career and played with Madison in the Wisconsin State League and with the Green Bay Blue Jays before the war, returning after war service as a Marine fighter pilot to broadcast sports for WJPG Green Bay. According to Mr. Riepenhoff, Mr. Gillespie "talked" the 1951 Milwaukee Brewers to the Little World Series pennant, the 1952 Brewers to the American Assn. title and the Braves to second place in the National League.

Mr. Gillespie receives all sorts of good luck charms and once received two pulled teeth from an old lady who was certain they would keep his teams winning. Besides play-by-play, he prepares and broadcasts three sportscasts daily on WEMP. He is assisted by Dave Martin on Marquette football, for the Allis Chalmers Mfg. Co., and other sports broadcasts.

BETTER BUY RADIO

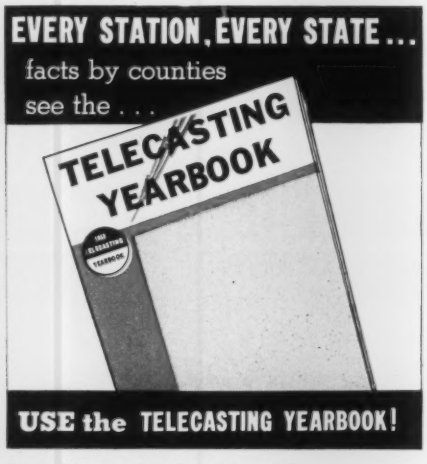
ADD to the limitless list of satisfied radio advertisers the Billings Motor Co., Buick dealer in Billings, Mont.

Until recently the motor company had used radio only slightly, but Joseph Kosel, the manager, was encouraged to try a more concentrated radio campaign because of success that other Buick dealers had reported with radio advertising.

The Billings dealer bought eight one-minute spots per day for eight days, then six per day for the next week, all advertising new Buicks. That was followed with a campaign for used cars, using eight one-minute spots per day for three days, seven per day for two days and six per day for a week. The campaign was broadcast on KBMY Billings.

The special campaign cost $512. Here's what happened as a direct result, according to Mr. Kosel: Thirteen new cars and 14 used cars were sold—at an advertising cost of only $18.92 per sale.

Under the best business conditions such a record would be considered an exceptional advertising success, but in this case it was spectacular. As Mr. Kosel put it, "These sales, both new and used, were conducted while the Midland Empire Fair was in progress, normally a very slow period, and also while Billings was paralyzed by a complete city-wide strike."



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SCIENCE-FICTION LEAPS TO LIFE ON YOUR TV SCREEN!

SEE bombardment of earth by mysterious far-off planets, flaming rockets hurtling through outer space, astounding inventions from a world of tomorrow!

BLAZING EXCITEMENT . . . SUPER-ATOMIC THRILLS . . .

ROCKY JONES packs the kind of impact that wins bigger audiences, and more friends for your product. Hitch your advertising message to this rising new star and watch your sales zoom sky-high

LOADED WITH MERCHANDISING GIMMICKS . . .

Sponsor give-aways . . . self-liquidating premiums! Nothing has been overlooked! Already nearly 30 licensees are turning out space ranger merchandise. A nationally syndicated comic strip is being prepared . . . and arrangements have been made for ROCKY JONES to make personal appearances in every city where the TV show is seen

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HOLLYWOOD 650 N. Bronson
Hollywood 5-2195
TWX — LA 1432

Commercials: The Simpler The Better— and Cheaper

By Horace S. Schwerin
President, Schwerin Research Corp.

ALL along the line, costs are a pre-eminent concern of the television advertiser. There is no single pat formula that will solve the problem for him "like magic."

There is, though, a point of view that can help a lot. It involves accepting Othello's formula to deliver "a round, unvarnish'd tale." Or, to put the matter in more modern terms, it means accepting and acting upon the philosophy that, in making commercials, the simplest approach is generally the best.

In the course of testing several thousand commercials to learn what audiences remember, these are among the basic conclusions we at Schwerin Research Corp. have reached:

- Most commercials would actually gain in effectiveness if their formats were made simpler.
- Most of the special production effects that are used add nothing as far as remembrance of sales points is concerned; in some instances these special effects actually decrease viewers' recall.

In short, economies can usually be effected both in over-all planning and in the details of execution—and, chances are, you will at the same time be strengthening the commercial's impact.

Statements like this may sound dogmatic. But they are backed up by carefully controlled studies we have done for major advertisers.

For example, the results of tests for a food product company are illuminating.

First of all, we tested a commercial containing five main video elements; after viewing it, around two-thirds of the audience remembered the brand name and some sales point.

The commercial's format was then simplified so that it retained only three main video parts and it was tested again. This time, four-fifths of the viewers remembered the brand name and some idea. Far from losing effectiveness, this simpler version actually gained *one-fourth more remembrance* than the more complex one.

In the case history just presented, each of the versions used only one announcer's voice throughout. Actually, of course, it is important to strive for simplicity in the audio as well as the video. No more scenes or voices should be employed than are really necessary to the sales story.

An apt illustration is the experience of one of our clients with his toiletry product commercials.

He began with a very elaborate production that had 10 short scenes and five changes in the dominant voice used. Only about one viewer in four remembered its basic sales message.

A new commercial was put together, utilizing the same elements but with only four scenes and four voice changes. This time around two-fifths of the viewers retained the sales message.

Encouraged by this progress, the advertiser worked with the same elements to produce still a third commercial. This one shifted from the opening to a long middle scene and then back to the first scene again, with the same voice throughout. The result? Well over two-thirds of the viewers remembered this simplest version's sales message.

We have seen that simplicity of over-all structure pays off. So does a simple rather than a complex or arty approach in the treatment of individual elements. I have two principal reasons for saying this:

1. We have tested commercials using every conceivable trick device. Rarely has one of these put over the sales point as effectively as a simpler approach in another commercial for the same product.

2. Our experience in pre-testing so-called "rough" commercials has dramatically shown that elimination of opticals, dissolves and other special effects seldom reduces audience remembrance one iota.

To take just one highly typical example illustrating my first point, we tested two different presentations of the same sales idea for a beauty product. One used a whirling montage effect, the other a simple lettered legend. The latter achieved three times as much remembrance.

As for the proof afforded by our rough commercial pre-testing, a drug company client produced one of these from the same script as a finished commercial at a fraction of the original cost. The advertiser accomplished this by eliminating expensive props, special effects and "Hollywood" touches. When we tested both the rough and its finished counterpart, both gained exactly the same remembrance.

To summarize quickly, then: The best things in life may or may not be free, but at any rate the best things in commercials usually cost a lot less than the worst ones.

TELEVISION SATURATION

STONE CABIN, Ariz., claims the distinction of being one of the few towns in the U.S. (if not the only town) with 100% saturation of television sets. And the number of tv receivers is—exactly one. Stone Cabin, which boasts a filling station and a restaurant, is operated by pioneer Lynn H. Morton, who had a Motorola TV receiver installed even before KIVA-TV Yuma began test patterns Oct. 8. Yuma is 55 miles to the north of Stone Cabin, and Mr. Morton's nearest neighbor is more than 20 miles away.

XUM

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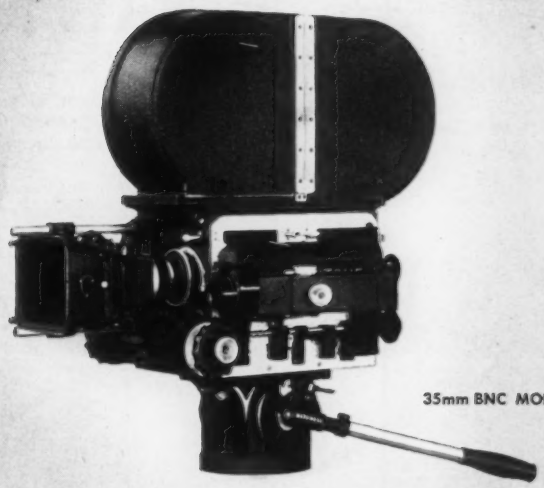
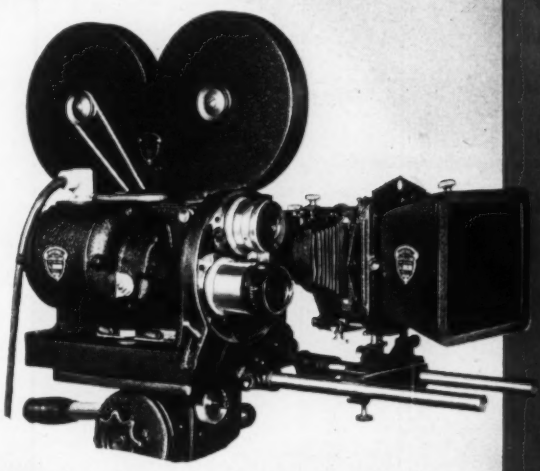


35mm BNC MODEL



16mm PROFESSIONAL

IMPORTANT NEWS

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MOST FAMOUS 16mm CAMERAS

IMMEDIATE DELIVERY of the Mitchell 16mm Professional Cameras currently being made. Write today for Complete Information.

THE 1 AND ONLY *Mitchell*

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666 WEST HARVARD STREET • GLENDALE 4, CALIFORNIA • CABLE ADDRESS: "MITCAMCO"

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85% of the motion pictures shown in theatres throughout the world are filmed with a Mitchell

WILLYS Motors Inc. sponsorship of the New York Philharmonic-Symphony broadcast on CBS Radio for the second year is discussed by (l to r): Floyd G. Blair, Philharmonic-Symphony pres.; Edgar J. Kaiser, Willys pres., and Adrian Murphy, CBS Radio pres.

CONCLUDING agreement for 1953 U. of Michigan football on WWJ Detroit are (l to r): Tom Warner, WWJ radio sls. mgr.; Harry Betteridge, pres., Betteridge & Co. on behalf of DeSoto-Plymouth dealer group, and WWJ sportscaster Budd Lynch.

METROPOLITAN Life Insurance Co. signs for "Good Hints for Good Health" announcements on WHBF Rock Island, Ill. L to r, Maurice Corken, WHBF nat'l sls. dir.; Rock Island Mayor Carl F. Bauer; Jerry F. Crowley, MLI adv. prom. mgr., and Kenneth Amundsen, city health officer.

CBS Radio network sales' Vice President John Karol (l) and William Firman, in St. Louis to show and discuss the film, "It's Time for Everybody," are surrounded by St. Louis advertising women (l to r): Kay O'Connell, Gardner Adv.; Anna Belle Parris, Boatmen's National Bank; Rita Forrester, Westheimer & Block; Ruth Delorenziz, Erskine, Delorenziz & Whiteside, and Gloria Beseda, Warner & Assoc.

PROGRAMS & PROMOTION

WNAX-KVTV CARD HOLDER

TEN-WAY plastic card holders have been sent to timebuyers throughout the country by WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. The ten-card holder which enables the owner to find a card easily without a frantic search, comes filled with cards providing promotion for the stations, such as a "license" card which states that WNAX was first licensed in 1923. Another reads, "Use this card for your social security card. Assure your social and financial security by using KVTV." Other cards include a credit card, picture card, KVTV Canyon Kid Club membership card, identification and club card. A final card, which indicates that it is to be retained, gives information about the stations, including network affiliations, tower height, power and station representative.

KTAG (TV) DEALERS' TRIP

THIRTY-SEVEN Lake Charles, La., tv set dealers, practically none of whom had ever seen a uhf picture, were taken on tour of WAFB-TV Baton Rouge by KTAG (TV) Lake Charles. Both stations are uhf outlets. The dealers witnessed live programs being produced and were guests at a dinner. T. E. Gibbens, manager, and Don Allen, chief engineer at WAFB-TV, talked with them about the station and answered questions, and Walter Zammit, who waged a successful selling campaign when WAFB-TV went on the air, answered questions about his sales program.

JOE THURSDAY REPORTING

WEATHERMAN Paul Dean, WTAG Worcester, Mass., surprised listeners who expected to hear the usual in weather reporting with commentary such as this: "The story you are about to hear is true. This is Joe Thursday . . . My job: Report the weather on Sunday. After further investigation, a high pressure area over New England was found to be responsible for this condition. The sun sets today at 5:46. The weather is exactly as predicted. Weather forecaster not guilty. Case closed." And then the *Dragnet* theme.

$2 PUBLICIZES CH. 2

STATION Manager William Quarton of WMT-AM-TV Cedar Rapids, Iowa, recently paid his 92 employes in two-dollar bills in an effort to publicize the station's ch. 2 tv operation, on the air since Sept. 30. Salesman George Dorrington conceived the pay-day stunt, reasoning that local businessmen would wonder why scarce two-dollar bills were suddenly not so scarce and would ask questions to find out. The station reports that many such questions were asked and that ch. 2 was widely publicized.

'SPOTLIGHT ON WKBN'

COINCIDING with the dedication of its new radio-tv center, WKBN Youngstown, Ohio, has released a 24-page, three-color booklet, entitled "Spotlight on WKBN." The multi-pictured pamphlet is filled with photographs of offices, equipment and particularly personnel. For each staff member pictured there is an accompanying job description. Also pictured are views of the station's modern building.

WRESTLING MATCHES IN GARAGE

ALBUQUERQUE's wrestling matches, which are telecast by KOB-TV there, were in danger of being disrupted temporarily when the city's Ice Arena, where the matches are usually held, was destroyed by fire. The Galles Motor Co., which sponsors the matches, felt the show must go on so it offered KOB-TV and Promoter Mike London the use of its service garage. Due to limited space, admission was by invitation only, but the show did go on.

CONTEST FOR SALESMEN

A CONTEST for radio station salesmen on Canadian stations is now in full swing for the fall months, with Spence Caldwell Ltd., Toronto, syndicated program distributor, offering prizes. A catalogue full of prizes is available for selection by winning salesmen on a point basis, with station commercial managers making reports on sales by each salesman. In addition to sales, points are also given for salesman's improvement of audience listening through supplying best possible programs for sponsorship.

CANADIAN DEVELOPMENT

THREE ONE-HOUR tv shows are being sponsored by the Canadian government for the Eighth Canada Savings Bond campaign during October. The first show, a dramatic review of Canadian development over the past decade, *The Giant and the Dawn*, was telecast on October 12, 8-9 p.m. on CBLT Toronto, CBOT Ottawa and CBFT Montreal. A musical revue was scheduled for Oct. 16, 8:30-9:30 p.m., over the same network, and originating at Montreal. The third program is to be telecast Oct. 23, 8:30-9:30 p.m. The two musical revues will have settings in typical Canadian English-speaking and French-speaking towns.

HIGH SCHOOL FOOTBALL CONTEST

FINANCIAL support for athletics in 103 of the nation's high schools will be provided by the Kellogg Co., Battle Creek, Mich., in a contest associated with its *Wild Bill Hickok* program (Mutual, Mon.-Wed.-Fri., 5:30-5:55 p.m.). Through Nov. 30, listeners will be asked to write a letter naming their favorite high school football teams and the reasons for their popularity. The winning team, plus the letter writer, will be taken to Miami for the Orange Bowl football game on New Year's Day, and additionally, the school athletic fund will be

Better Fair Work

WAVE-TV Louisville reports this year's attendance at the Kentucky State Fair was record breaking. The total 338,770 admission, the station says, can be attributed mainly to more effective publicity by tv, radio and newspapers, and directly related to WAVE-TV's increased coverage (with switch to ch. 3, doubling of antenna height, new transmitter, increased power). It's not guesswork either, the station says. A picture contest was held, showing photographs of fair visitors coming from communities 75 to 150 miles distant and asking viewers to identify the persons—result: Hundreds of postcards. Station telecast 14 separate programs from the fair.

TAKE AWAY THE TURNSTILE

for the ASSOCIATION OF AMERICAN RAILROADS

No Sandlot for Minot

THE World Series provided bases-loaded excitement for thousands of North Dakota viewers who saw their first baseball classic on television via KCJB-TV Minot, according to John W. Boler, president of the North Dakota Broadcasting Co. operator of the station. Arrangements were made with Maxon Adv., Gillette and NBC-TV to have films of the games carried at 9 p.m. on the same day of play. The films were made on "red hot kine" at WOI-TV Ames, Iowa, 500 miles away, and shuttled to Minot by chartered plane. Mr. Boler said clubs, schools, labor organizations, dealers and distributors supported KCJB-TV's effort. Tv set dealers were swamped with orders.

given $2,500. If the school does not permit its students to travel, Kellogg will contribute $7,500 to the fund. The 102 other awards to school funds will range from $25 in bonds to $1,500 in cash.

MOBILE TELEPHONE

WORTH of mobile telephone in emergencies was demonstrated during series of arsonist-set fires, when KSEM Moses Lake, Wash., utilized staff mobile telephone car to cover fires, to broadcast notices of city officials directly and to alert fire and police units to new fires. Allen Miller, station manager and local civil defense director, patrolled city in mobile telephone car, keeping constant touch with station, which was acting as emergency communications center, and with firefighting units.

'BIG PREVIEW'

FRED ROBBINS is master of ceremonies for *The Big Preview* on NBC Radio, 11 a.m.-1 p.m. A well-known disc jockey himself, Mr. Robbins is assisted by three guest deejays from different parts of the country in previewing forthcoming record releases.

GIANT TELEGRAM SENT

TO HERALD the return of WOR-TV New York's *Broadway TV Theatre* last Monday, the station sent to editors a giant telegram measuring 22 by 16 inches. It points out that the program is one of a "long list of outstanding shows" to be featured on WOR-TV this season. The station returned to the air last Monday with regular programming following the settlement of a strike that began on Aug. 18 [B•T, Oct. 12].

QUIZ ABOUT NETWORK

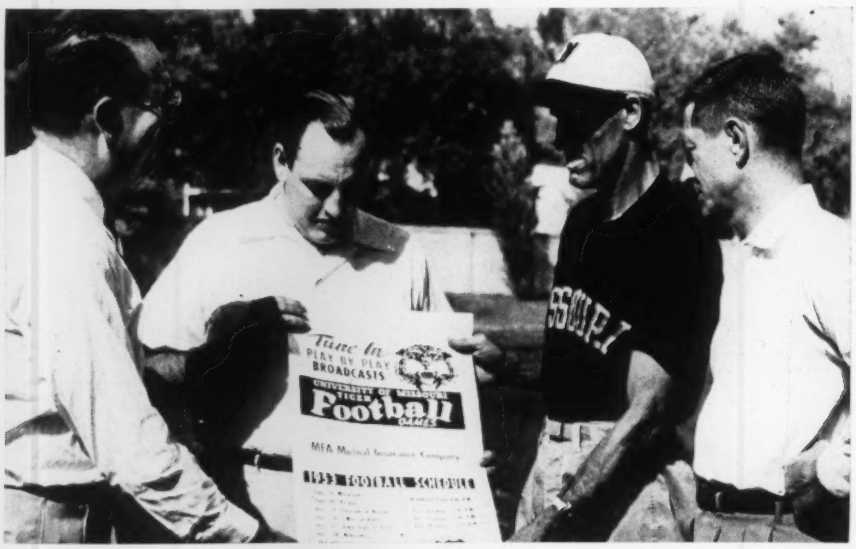
NEW audience-participation quiz program designed to stimulate interest in other NBC Radio shows is *Know Your NBC's*, which made its initial appearance on Oct. 10. The program, carried on Saturdays at 8:30-9 p.m., EST, enables contestants to win cash prizes if they can answer correctly questions based on NBC programs broadcast during that week. The show is produced by Masterson, Reddy & Nelson, with John Nelson as m.c.

FIRE PREVENTION FOR CHILDREN

IN SUPPORT of the Advertising Council's home fire prevention campaign, the *Rootie Kazootie* show on ABC-TV is presenting five consecutive programs centering around the theme of fire prevention, the council announced. The story line is incorporating simple rules that children can follow for helping to prevent home fires. The program, which is carried Monday through Friday, 6-6:15 p.m. EST, is sponsored by Gordon Baking Co. (Silvercup bread), General Foods Corp. (Post Sugar Krinkles) and A. Goodman & Sons Inc. (Goodman's noodle soup).

KNOXVILLE TV SUPPLEMENT

"TV COMES TO Knoxville" is the headline on a recent tv supplement to *The Knoxville Journal*. The 21-page section features pictures of the WROL-TV staff, stars of local as well as CBS-TV programs and tv equipment.



MFA Mutual Insurance Co., Columbia, Mo., signed to sponsor all 10 U. of Missouri football games of the season on 19 Missouri radio outlets. Shown here inspecting a promotion poster are (l to r) W. Judd Wyatt, advertising director of MFA; Mahlon Aldridge, manager of KFRU Columbia, who handles the broadcasts; Don Faurot, Missouri's football coach, and Sparky Stalcup, MU basketball coach, who assists Mr. Aldridge on the broadcast.

SHAWNEE Milling Co., Shawnee, Okla., is using a replica of the U. S. Forest Service's fire-prevention bear, "Smokey," in a "Parade of Dolls" premium offer with its flour and feed products in a campaign on radio, tv and newspapers. Above, Oklahoma Gov. Johnston Murray (l) receives a "Smokey" doll from Leslie A. Ford (r), Shawnee president, and Norman Hall, Erwin, Wasey & Co., agency for Shawnee. National Fire Prevention Week was Oct. 4-10.

WGN CORN PICKING CONTEST

FIRST and second place winners in the nine Midwest state corn picking contests will compete in Bloomington, Ill., Oct. 24 in the National Corn Picking Contest, sponsored, under the auspices of the National Corn Picking Assn., by WGN Chicago and the Bloomington-Normal Junior Chamber of Commerce. The purpose of the nine-state project is to promote greater safety and efficiency in corn picking operations. Stations cooperating in the project are: KFEQ St. Joseph, Mo.; KSOO Sioux Falls, S. D.; KYSM Mankato, Minn.; WEKZ Monroe, Wis.; WIBS Indianapolis, Ind.; WMT Cedar Rapids, Iowa; WOW Omaha, Neb., and WRFD Worthington, Ohio.

'PARADE OF HOMES' COVERED

KPRC-TV Houston's afternoon variety show, *Matinee*, was telecast recently from the city's 1953 Parade of Homes site during the event's eight-day run. Each day the program was telecast from in front of one of the homes, with Dick Gottleib, star of the program, its singers and musical combo all on hand. The parade, staged in conjunction with National Home Week and sponsored by the Houston Home Builders Assn., exhibited 31 completely furnished model homes, all situated on one street for easy viewing. The station reports that the Parade of Homes was host to 152,000 visitors, which represents one-fourth of Houston's population.

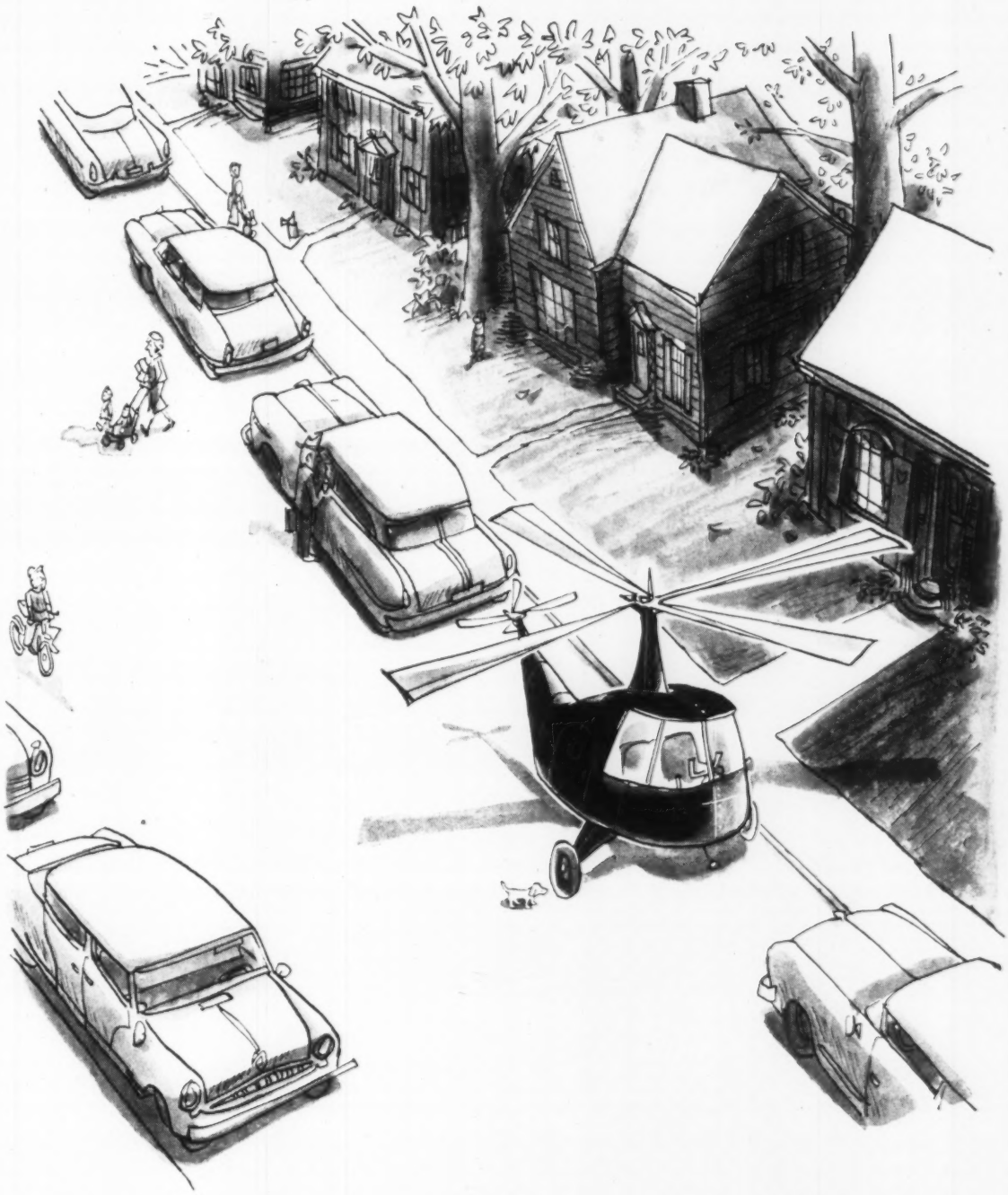
FOOTBALL PROMOTION

KMOD Modesto, Calif., is circulating 10,000 handbills featuring football promotion. Written in bold letters is "Football is here and KMOD has it." Pictured are players in action and a KMOD mike. Copy gives the "All Star Lineup."

CBC TO AIR BRITISH GAMES

CANADIAN BROADCASTING Corp. has obtained complete radio, tv and newsreel rights to the British Empire Games being held at Vancouver next summer. The games, which are the olympics of the British Commonwealth, will be telecast as quickly as possible over all

Some people are born leaders



...like WCAU, Philadelphia

RADIO — Ever since the inception of audience measurement surveys, WCAU-Radio has always been first in Philadelphia (currently 37% more families each week than station B).

TELEVISION — More Philadelphians view WCAU-TV than any other Philadelphia television station (8 out of 10 television families every week).

Sources upon request

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales

Northern Ohio's Badge of Authority

These names arrest attention . . .

Reliable reporting of latest news . . . fast and accurate on-the-spot coverage . . . makes listeners keep tuned to WGAR.

CHARLES DAY
WGAR's news director dominates a dinner-hour audience at 6 with the DAY'S NEWS.

JIM MARTIN
Three early morning news casts have drivers and shift workers quoting Martin throughout the day.

JACK DOOLEY
Summarizes the day's news events daily at 5 P.M. and 11 P.M.

JACK PERKINS
Covers weekend news events; frequently features on-the-spot reports and interviews.

Able coverage by these top-flight newsmen, in Northern Ohio's oldest established radio news room, gives listeners what they want. No wonder they give WGAR the "badge of authority!"

In Northern Ohio
WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

Canadian and U.S. tv stations wishing to carry them, on am stations as running commentary, and newsreel for tv. Moving pictures will be shipped by air to Great Britain and other parts of the Commonwealth, according to present plans.

LADIES' DAY

THE LADIES took over KLAS Las Vegas Oct. 13 for the station's second annual Ladies Day, held in conjunction with the observance of Business and Professional Women's Week. Approximately 35 members of the Las Vegas Business & Professional Women's Club moved in at 7 a.m. and took over for the day all phases of station operation, from programming to sales to transmitter operation.

NBC EXHIBITS SHOW

AS A MEANS of focusing local attention on NBC-TV's *Robert Montgomery Presents* program (NBC-TV, Mon., 9:30-10:30 p.m. EST), NBC-TV's press department has arranged with leading department stores throughout the country to display a special traveling exhibit of the show. The exhibit includes mounted photo blow-ups of the step-by-step process of putting a typical show together, model stage sets, working scripts and a dramatic film clip from a recent production. Some of the locations where the exhibit already has been shown are the Higbee Co., Cleveland; Rich's, Atlanta; Strawbridge & Clothier, Philadelphia; B. Forman Co., Rochester, and Milwaukee Boston Store, Milwaukee. NBC-TV affiliates are tying in with on-the-air announcements and other promotional efforts.

BOOKS SENT TO AGENCIES

TWO-VOLUME sets of the writings of O. Henry (Sidney Porter) have been sent to top advertising agency executives by Gross-Krasne Inc., accompanied by an engraved announcement of the firm's acquisition of tv film rights to 240 short stories from Doubleday & Co. A proposed series of 39 half-hour films is aimed at national sponsorship rather than distribution on a syndicated basis.

GIRL SCOUTS CONVENTION

COVERAGE of portions of the 32d National Convention of the Girl Scouts of the U. S. A., which opened yesterday (Sunday) in Cincinnati and will continue through tomorrow (Tuesday), will be carried on the radio networks of NBC, CBS and ABC. Proceedings will be broadcast on NBC today from 10:30-11 p.m. EST; on CBS Radio today, 11-11:15 p.m. EST, and on ABC tomorrow, 4-4:25 p.m. EST.

'NEWSWEEK' SCHOLARSHIPS

ESTABLISHMENT of *Newsweek* scholarships for three college students was announced on NBC-TV's *Kate Smith Hour* program on Oct. 9 by Malcolm Muir, president and chairman of the editorial board of *Newsweek* magazine. Mr. Muir said the scholarships will consist of salaried jobs for the students with the magazine next summer. He designated Ted Collins, Miss Smith's producer, as chairman of the committee that will select the three winners.

WBNS SENDS CRYSTAL SETS

AS PART of its second annual "Fall Festival," pointing up the return of CBS Radio shows for the fall season, WBNS Columbus, Ohio, sent crystal sets to agencies and local newsmen to promote "the biggest thing to happen in radio since the invention of the cat whisker." Other features of the festival, held Oct. 5-13, included: four contests in which 25 portable radio sets were given away; ads in local newspapers; use of "Fall Festival" table tents at all meals in a leading local restaurant throughout the nine-day period; souvenirs distributed by WBNS stars, and 5,000 letters sent to grocers, druggists, agencies and clients.

Prints Own Logs

KGVO Missoula, Mont., "because the daily newspapers will not print radio station logs," has developed its own incorporating its schedule and program and station promotion. KGVO prints 7,000 copies per month, charging $1 for a two-year mailed subscription and making them available free at retail stores, according to A. J. Mosby, president.

HOWDY DOODY SILVER

KAGRAN Corp., New York, owner of the *Howdy Doody* show on NBC-TV, last week licensed International Silver Co., Meriden, Conn., to retail for one dollar a two-piece Howdy Doody set consisting of a spoon and a fork, which will have the face of Howdy on the handles.

HOPE PUSHES RICE

A REVERE copper and brass skillet, along with a package of General Foods Minute Rice, was sent to editors last week as a promotion piece to spark the launching of Bob Hope's new show on NBC-TV from Cleveland on Oct. 20, sponsored by General Foods. "What's Cooking" is the copy heading on an accompanying cutout of Bob Hope's face. "Why the new Bob Hope NBC television show of course! And for a real tasty dish of your own step out to the kitchen and whip up the recipe Bob will feature on the show—'Spanish Rice Pronto,' it's made in this skillet."

TALKING MAILBOX

A SPEAKER installed in a downtown Detroit mailbox by WJR there proved to be quite an attraction and publicity-getter during the "Airmail and Air Parcel Post Month" proclaimed by Detroit Mayor Albert E. Cobo during the month of October. The mailbox told people: "I hope you have sent me airmail because I will get there faster," and "Do you want really fast service? Then send it airmail . . . I've had this stand on this corner for 50 years and I know good service when I see it." Some people carried on conversations with the mailbox (postal representative out of view on third floor of a building overlooking the mailbox provided the voice). Police had to supervise the crowds around the box, according to the station.

KOIN NEWSPAPER SUPPLEMENT

THE COVER page of the tv section of a recent *Portland Oregonian* is filled with pictures of tv fare such as Jack Benny, Gene Autry, Sid Caesar, Howdy Doody, a chorus line, baseball game and scenes from dramatic presentations. Superimposed upon this and colored in red is a KOIN-TV camera and cameraman. The newspaper section presents pictures and information on the new station's personnel as well as the CBS and ABC stars that KOIN-TV viewers see.

© Bob Clampett

XUM

Surely, you believe in sea serpents!

© Bob Clampett

To millions of children this sea serpent is as real as you are. He is definitely Cecil the Seasick Sea Serpent, the fabulously fearless pal of television's beloved Beany . . . star of Bob Clampett's "Time For Beany."

Perhaps you are hopelessly grown up and prefer figures to figments. Very well, consider these substantial facts:

TIME FOR BEANY is rated among the "Top Ten Multi-Weekly Shows" in Buffalo, San Francisco, San Diego. *In Los Angeles its share of the viewing audience averaged 49.1% for a period of more than a year.

TIME FOR BEANY has pulling power plus. A Los Angeles sponsor offered youngsters a plastic train for 50 cents and a wrapper from a 19 or 29 cent candy package. The offer brought 84,000 replies in ten weeks—a total viewer-cash-outlay of $64,680. Later, a sponsor offered a free photo of Beany. A supply of 200,000 was exhausted in 48 hours.

TIME FOR BEANY has won television's highest awards: The Academy of Television Arts and Sciences named BEANY the "best children's program of 1952." In the same year, the Society of Radio-Television Editors chose BEANY as the "best children's show" on the air. Parent-Teachers associations and other national organizations have selected BEANY for similar honors.

TIME FOR BEANY is fully merchandised, with such sales and audience-building aids as posters, slides, ad mats, safety and health campaign cartoons . . . with premiums such as balloons, rings, puzzles, pictures, buttons, tumblers, story books, coloring books and comic books.

Now, TIME FOR BEANY is available in a new, half-hour version—a meticulously produced film recording that sells for the merest modest price.

Use *your* imagination. Buy BEANY and end up with profits as real as a child's trust in sea serpents—and BEANY commercials.

Write or call the nearest Consolidated office for complete details. Until you do, neither salesman nor sea serpent will call on you.

25 Vanderbilt Avenue, New York 17, New York
520 N. Michigan Avenue, Chicago 11, Illinois
Sunset at Van Ness, Hollywood 28, California
P. O. Box 6445, Houston 6, Texas
890 Peachtree Street, N.W., Atlanta 3, Georgia

* TELEPULSE, AUGUST, 1953

Consolidated Television Sales

IN THE 75th MARKET
– TEXAS' 5th
EL PASO

May we extend a helping "voice"?

Buy KEPO, El Paso's most powerful station, with its 10,000 watts covering the Southwest . . . an area with over 555,000 people who last year spent more than $534,000,000 in retail sales alone!

Buy KEPO and you'll agree that the results cannot be measured in small proportions. Buy KEPO and reach a responsive audience who will receive your product well.

It's good business to do business with KEPO. We'd like to include *your* name on our list of advertisers who realize we are a station that "knows how" and is "doing it."

Figures from Sales Management, May 10, 1953. For further information, contact Avery-Knodel.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 KW

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network

Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by
FORJOE & COMPANY

PEOPLE

Advertisers

Robert D. Handley, former advertising manager of Sylvania div. of American Viscose Corp., to Standard Packaging Corp., N. Y., as director of advertising and sales promotion.

Milton J. Gerstman appointed advertising and sales promotion manager of Seal Rite Caulking Co., N. Y., Detroit, L. A. (caulking products and decorator paint).

Agencies

L. J. Hubbard to Doherty, Clifford, Steers & Shenfield, N. Y., as vice president and research director. He is also member of plans board. He was formerly marketing consultant with Crossley Inc.

Richard C. Rosenthal, account executive, promoted to vice president and secretary, Harold E. Flint & Assoc., Fargo, N. D. **Lee A. Holland** named vice president and treasurer of agency.

Howard Reilly, manager of J. Walter Thompson Co.'s television department, to William Morris Agency, N. Y., in executive capacity.

Beatrice Kimm West, formerly with Barnes Chase Co., to Henry Gerstenkorn Adv.-Merchandising, L. A., as media director and production supervisor.

Ray Wagner, head of commercial operations, Young & Rubicam Inc., Hollywood, named director of radio and tv operations, that city. **Sherry Shourds,** producer - director, Warner Bros. Pictures Inc., Burbank, joins agency as supervisor of tv film department, Hollywood.

Mr. Wagner

Jack B. Creamer, to Geare - Marston, Phila., as director of radio and television.

R. W. Harwood, radio director of Montreal office of Cockfield, Brown & Co., named director of radio-television production, and **W. D. Hannah,** assistant radio manager, named manager of radio and television dept. of Montreal office.

Clark Davis, formerly with A. Martin Rothbardt Inc., Chicago, to Phil Gordon Agency Inc., same city, as radio and television director.

William L. Braun, Case-Hoyt Corp., Rochester, returns to Abbott Kimball Co., N. Y., as art director, and **William S. Sisson,** advertising department, Gimbel's, to agency as copywriter.

Robert B. Aledort, copy research director, BBDO, N. Y., to N. W. Ayer & Son, N. Y., in research section of radio-television department.

Fred Kilian, formerly with ABC Central Division, to program department of Lennen & Newell.

Seth Jewell, formerly account executive with McCann-Erickson, Detroit, and **Don Johnson,** sales promotion manager at Stevens-Davis, sales training organization, return to The Buchen Co., Chicago, as account executive and member of account handling group, respectively.

Samuel R. Rolston, formerly of Fuller & Smith & Ross, N. Y., to G. M. Basford Co., N. Y., as assistant account executive.

Helen Hartwig, Ruthrauff & Ryan, N. Y., to N. W. Ayer & Son, N. Y., on time-buying staff.

John Ball Jr., former columnist for *New York World Telegram,* to copy staff of John Falkner Arndt & Co., Phila.

Ben G. Allen, Victor & Richards, N. Y., to Kiesewetter, Baker, Hagedorn & Smith, N. Y., on copy staff.

Al Paul Lefton, president of Al Paul Lefton Advertising Co., Phila., re-elected president of the Eagleville Sanatorium.

Stations

Charles C. Farrar, sales manager at WJLD-AM-TV Birmingham, Ala., named station manager of KSTL St. Louis.

Doug Johnson, vice president and general manager of WAGE Syracuse, N. Y., resigns to devote full time to Doug Johnson Assoc. Inc., Syracuse public relations agency.

Herb Everitt appointed acting manager of KRPL Moscow, Idaho.

Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia and business manager of *Tv Guide,* is divesting himself of publication duties in order to devote full time to radio-tv operations. **James T. Quirk** named publisher of *Tv Guide.*

William M. Blaisdell appointed manager of WCFM (FM) Washington. He was formerly deputy chief of Northern European Div. of Foreign Operations Administration.

George W. Stidstone named station manager of WLEA Hornell, N. Y.

Jack S. Atwood, manager of WRDO Augusta, Me., named national sales manager of WCSH-TV Portland, Me.

Karl Nelson, national sales manager of Edward Lamb Enterprises, Toledo, appointed commercial manager of WICU Erie, Pa.

George Ross, S. F. manager of W. S. Grant Co., radio representative firm, appointed national sales manager of McClung Bcstg. Stations, KHSL-AM-TV Chico, KVCV Redding and KYOS Merced, Calif.

Charles E. Hamilton, supervisor of sales and programming, KFI Los Angeles, promoted to assistant to president **Earle C. Anthony.**

Al Sussman, CBS-TV, to Crosley Bcstg. Corp. as director of film procurement for the four Crosley stations.

John Thompson, production department, Ted Bates & Co., N. Y., to WCOV-TV Montgomery, Ala., as production manager.

Curtis Prior named merchandising supervisor for WRC and WNBW (TV) Washington.

Paul Ruhle appointed program director for

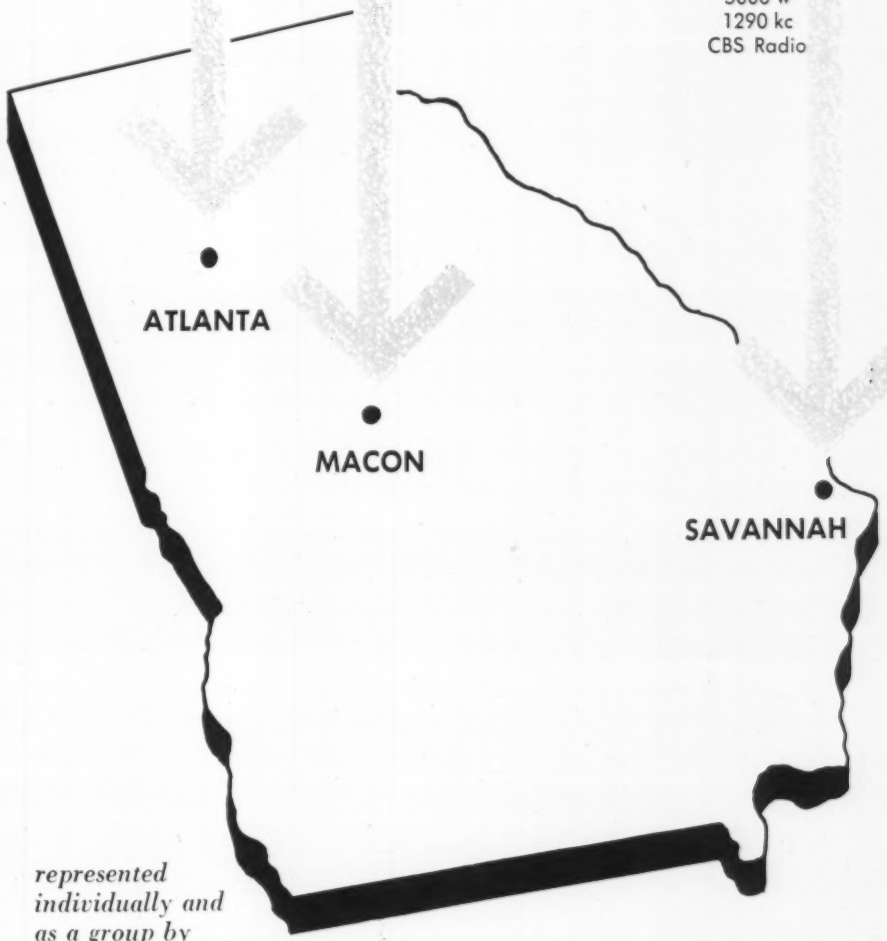
Only a combination of stations can cover Georgia's major markets.

The Georgia Trio

WAGA
5000 w
590 kc
CBS Radio

WMAZ
10,000 w
940 kc
CBS Radio

WTOC
5000 w
1290 kc
CBS Radio



The **TRIO** *offers advertisers at one low cost:*

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

In 3 major markets

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

WKYW Louisville, Ky. He was previouly news director of station.

Lee Kerry, promotion manager at KPHO-AM-TV Phoenix, resigns to enter personal management field in L. A.

Dixon Lovvorn, director, promoted to production supervisor at WIS-TV Columbia, S. C.

Donald P. Wise, WBZ-AM-FM-TV Boston, named chief engineer for WWOR-TV Worcester, Mass. **W. Pendleton (Pen) Brown,** announcer at WTAG Worcester, also to WWOR-TV.

Carl C. Egolf, studio technical supervisor at WHUM-TV Reading, Pa., appointed chief engineer at WKNY-TV Kingston, N. Y.

Gene Edwards, announcer at KLIF Dallas, named news editor.

Bill Terry, staff announcer at KABC San Antonio, promoted to assistant program director. **Tim Collins,** KITE there, returns to announcing staff of KABC.

David A. Pettigrew, officer who handled coordination of radio, tv and newsreel coverage for U. S. Army in Korean "Big Switch" operation, to KDYL as account executive.

Richard Warman, formerly with WMVO Mt. Vernon, Ohio, to sales staff of WBTM-AM-TV Danville, Va.

Delton Glennwinkle, special agent with New York Life Insurance Co., and **Mrs. Kathryn Carson,** assistant manager of Bledsoe Music Co., to KVET Austin, Tex., on sales staff and as traffic manager, respectively.

Robert H. Nash, former account executive with Ira E. DeJernett Adv. Agency, Dallas, to KRBC Abilene, Tex., as salesman.

Grace Riedy, traffic director at WGBA Columbus, Ga., to KSD-AM-TV St. Louis in same capacity.

Charles Voso, engineering supervisor of WPIX (TV) New York, promoted to assistant chief engineer of station.

Ed Michelman, KULA Honolulu, and **Eddie Amend,** KHON Honolulu, to announcing staff of KGMB there. **Drew Kaye,** account executive for KGU Honolulu, to KGMB in similar capacity.

Jim Boyd, operator of CHUM Toronto, to CKSO-TV Sudbury, Ont., as producer.

Marrianna Norris, script writer at KTSM El Paso, to script department of WHLI Hempstead, L. I.

Larry A. McKeever, announcer at KUDL Kansas City, Mo., to KMBC-AM-TV there in same capacity.

Fred Richardson, operator of CHUM Toronto, to CKFH Toronto, as operator.

Don Porter to KOOS Coos Bay, Ore., as disc jockey and newscaster.

Marion Brandenburger, former safety director of Wichita, Kan. Police Dept., to KAKE there as announcer.

Stan Dale, WXYZ Detroit, to WJJD Chicago.

Johnny Argo, disc jockey at KVLC Little Rock, to WDOK Cleveland in same capacity.

Timely Newscast

AN Oklahoma publisher thanks WKY Oklahoma City's Grant Foster for getting him home safely last week. The publisher, Jack Stamper of Hugo, was coming back from the state fair and was about to drive into a filling station when Mr. Foster's newscast came on. He elected to drive on rather than interrupt the newscast. He passed over the Canadian River bridge. Then Foster signed off. Then the bridge collapsed, sending five cars and a truck into the river bed.

Cam Langford, formerly of CJOY Guelph, Ont., and **Harvey Kirk,** CKEY Toronto, to announcing staff of CHUM Toronto.

Harry S. Sylk, vice president of WPEN Philadelphia, named general chairman of 1954 Allied Jewish Appeal.

Frank A. Tooke, general manager of KYW Philadelphia, accepted trophy award on behalf of *Dragnet* and NBC as best radio show in a readership poll conducted by *Pittsburgh Courier,* national Negro publication.

B. George Barber Jr., commercial manager of WGBG Greensboro, N. C., awarded trophy as "Greensboro's Outstanding Toastmaster" in recognition of his work as Area Governor for Toastmasters International.

Reginald P. Merriden, program director at WGAR Cleveland, elected president of Cleveland Kiwanis Club.

Pete Peterson, farm editor at WNAX Yankton, S. D., received Honor Award Citation for Outstanding Public Service in Fire Prevention during 1952 on behalf of station by National Board of Fire Underwriters.

Jack Bailey, radio-tv star, elected honorary mayor of Hollywood, succeeding **Barbara Britton,** radio-tv actress, in election sponsored by Kiwanis Club.

Max Reznick, producer-m.c. of all-Jewish radio-tv show on WARL Arlington, Va., and WTTG (TV) Washington, received Americanism award from American Veterans of World War II for "outstanding service to the community and the nation."

Bruce Buell, announcer, KNXT (TV) Hollywood, father of boy, Byron, Oct. 6.

Fred Hall, announcer, KEYT (TV) Santa Barbara, father of boy, Timothy Warren, Oct. 6.

Walter M. Windsor, general manager of WGBA Columbus, Ga., father of girl, Wendy May, Sept. 21.

Dr. Michael Maresca Y Ansalvi, 58, who was known as "The Good Samaritan" in his Italian-language radio programs over WOV, WBNX and WHOM New York, died last Monday (Oct. 12).

Jack F. Allison, 39, producer at CFRB Toronto, died Oct. 9 after a brief illness.

Networks

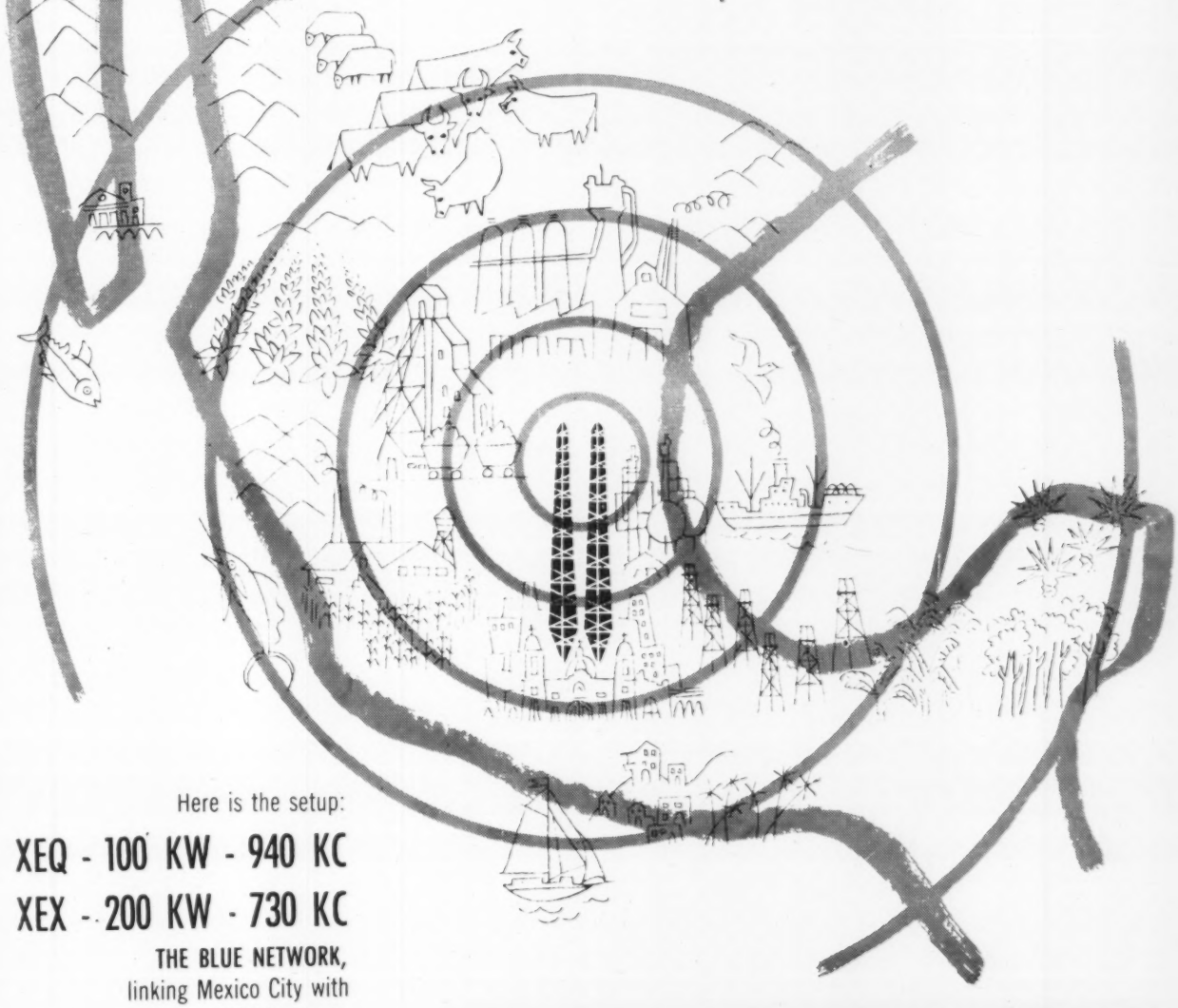
William MacGruder Walker, media buyer for Young & Rubicam, to NBC Radio sales staff as account executive.

Dean Thueson, U. S. Army public relations

Networks

XEQ
XEX

YES' . . . This is Mexico **YOUR** market . . . where Radio is a natural for advertising Because **ONLY** Radio can reach 26,000,000 people at one time. And **ONLY** WE can have a combination of 2 high-power stations with a nation-wide coverage, plus a telephone hook-up to **NINETEEN** cities.



Here is the setup:

XEQ - 100 KW - 940 KC

XEX - 200 KW - 730 KC

THE BLUE NETWORK,
linking Mexico City with
19 big towns.

RADIO MEXICANA DEL CENTRO, S. A.

P.O. Box 940 • Jose Maria Marroqui 11 • México 1, D. F.

department, Ogden, Utah, and formerly with KLO that city as account executive, to Don Lee Broadcasting System, Hollywood, in latter capacity.

Jack Mullen, publicist, RKO Radio Pictures Inc., Hollywood, to CBS Radio, same city, press information staff.

Jess Alexander, radio editor, CBS Radio Hollywood, promoted to Lt. Col., U. S. Army Signal Corps reserve.

Roy Rowan, announcer, CBS Radio Hollywood, father of daughter, Lisa Greig, Oct. 2.

Ben Presser, property man, CBS-TV Hollywood, father of daughter, Juliann, Oct. 6.

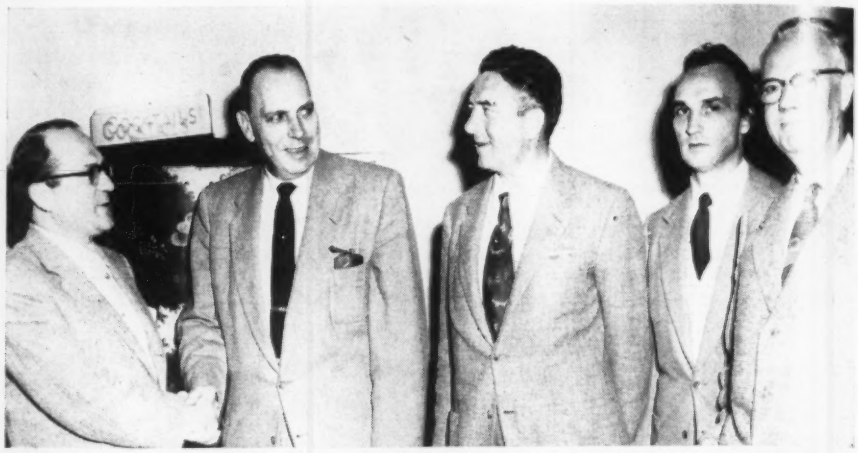
Film

Herbert Gelbspan, in charge of Hal Roach Studios Inc., N. Y. office, elected vice president in charge of sales. **Arthur A. Engel,** Hollywood free lance writer, named general assistant to Hal Roach Sr., president, Culver City.

Gene Lukaszka, Imperial World Films, Chicago, named assistant to President **Russ Davis.**

William F. Morgan appointed sales representative in southern New England for Focal Point Film Productions, N. Y. He will make his headquarters in Hartford, Conn.

Ben Pivar, producer for Universal-International, to Gross-Krasne Inc., Hollywood, to assist on current CBS-TV *Big Town* and upcoming *Lone Wolf* film series.



CONGRATULATIONS come to Harry Peck (2d l) WISN Milwaukee, after his election as president of the Wisconsin Broadcasters Assn. [B•T, Oct. 12] from (l to r) Ben Laird, WDUZ Green Bay, retiring president; Mr. Peck; Charles Lanphier, WFOX Milwaukee; Mig Figi, WAUX Waukesha, and William Walker, WMAM Marinette.

Reggie Witalis, account executive at Thompson Assoc., N. Y., to art and motion picture-tv divisions of Kling Studios Inc., Chicago, in similar capacity. He will represent Kling in Louisville regional area.

Manufacturers

Edwin Thias, vice president in charge of engineering, Standard Coil Products Co., named head of firm's new research division to be known as Thias Research Div., L. A.

Robert T. Shreve, sales assistant to president of Magnavox Corp., to Capehart-Farnsworth Co.'s radio-tv sales staff as manager of firm's Fort Wayne, Ind., sales region.

Edward J. Davenport appointed chief of Cathode Ray Tube Commercial Engineering Div. of National Union Radio Corp., Hatboro, Pa.

Dr. Adair Morrison named head of research section of Sprague Electric Co.'s Research & Engineering Dept., North Adams, Mass. Dr. Morrison was associated previously with Arthur D. Little Inc., Cambridge.

John D. Small, chairman of Munitions Board, U. S. Dept. of Defense, and previously vice president and executive assistant to president of Emerson Radio & Phonograph Corp., N. Y., elected executive vice president and director of Quiet Heet Mfg. Corp., subsidiary of Emerson.

Robert T. Cotton, departmental merchandise manager for electronic equipment, Hallicrafters Co., Chicago, appointed export sales manager.

Dick Glaholt, manager of Monroe Hardware Co., Shreveport, La., appointed regional sales manager for Stewart-Warner Electric, division of Stewart-Warner Corp., Chicago. **Frank Krempel,** assistant chief engineer, named head of government development and production contracts.

Wilbur W. Brown, General Electric electronics division engineer, presented with Exceptional Service Award by Military Air Transport Service at Andrews Air Force Base in Maryland for rendering "outstanding service by assisting in the establishment of vital radio circuits in the installation of radio facilities . . . with the material at hand."

Representatives

George Johannessen appointed research manager of television division of Edward Petry & Co. Inc., station representative firm. Mr. Johannessen previously was research director of Harry B. Cohen Adv. Co.

Program Services

Leonard P. Frankel, formerly with WEW St. Louis; **Alan D. Reinhart,** previously with Na-

New WJAS AM & FM

MONEY -THE ~~SUNNY~~ SIDE OF THE DIAL

NOW OFFERS

THREE for the MONEY

(The biggest talent "steal" in Pittsburgh's radio history)

Put your product before *three separate audiences* every day on the ONE Pittsburgh station with personality appeal!! Saturate the fabulous Pittsburgh market across the board at tremendous savings with this "once in a lifetime" triple bonus package. Take advantage of Radio Pittsburgh's three top radio personalities—Bill Brant in the morning, Barry Kaye in the afternoon, and Hilary Bogden in the evening. As little as $9.72 per announcement.* THE TIME OF YOUR LIFE!!

Serving the GREATER PITTSBURGH Metropolitan Area

5000 Watts 1320 KC.

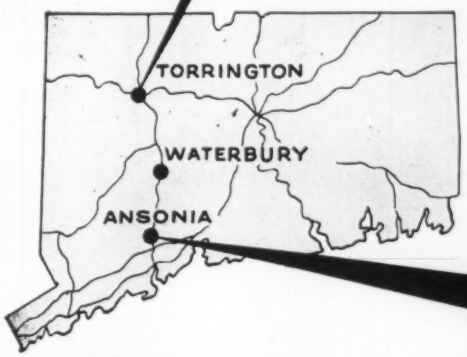
Write . . . phone . . . or wire . . .

George P. Hollingbery Co.

*26 week package as published in S.R.D.S.

← *These modern "four-in-one" Schumag Machines at the Torrington Rod Mill, Torrington, Connecticut produce finished rod in diameters from 3/32" to 7/8". They will finish-draw, cut to length, straighten and polish in one continuous operation.*

New 3-Stand High Speed Tandem Flat Wire Rolling Mill recently installed at the Ansonia Wire Mill, Ansonia, Connecticut. This mill operates at speeds up to 2000 feet per minute, and is capable of producing 1000-pound reels of finished wire. ↓



Things are humming in **CONNECTICUT!**

AT THE Connecticut plants of Anaconda's subsidiary, The American Brass Company, some long strides are being taken in stepping up production of copper, brass, bronze and other copper alloys in mill forms.

Similar activities are underway in other mills at Buffalo and Detroit; Kenosha, Wisconsin, and New Toronto, Ontario. Principal benefits accruing from this program are a streamlined flow of materials through the plant; improvement in the quality of sheet, wire, rod, tubes and special shapes; superior surface finishes; and the ability to supply the trade demand for much larger metal "packages" which provide economies to fabricators by virtue of fewer interruptions.

This plant-improvement, projected throughout The American Brass Company mills, is only a part of Anaconda's company-wide building program, now being carried toward completion in the United States, Mexico and South America. This far-flung program has one purpose—to supply more metals and better metal products. 53275A

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

3,482

SESAC Licensed Stations

. . . . Profit With

Music of Lasting Value!

262 SESAC affiliated music publishers' catalogs—comprising one of the finest and largest repertories . . . serving Broadcasters' every musical need for more than 23 years.

SESAC MUSIC

THE BEST MUSIC IN AMERICA

. . . is the clear-cut answer to

AM - FM - TV

programming requirements.

THE BEST MUSIC IN AMERICA SESAC

Radio

Hotels

Theatres

Television

Concert Halls

Transcriptions

Motion Pictures

Phonograph Records

SESAC INC.,

475 Fifth Ave. New York 17

FORMER Marine Corps comrades-in-arms meet again as Louis Ruppel (l), president of KEAR San Mateo, Calif., and Steve Cisler, owner of the *Mill Valley Record*, close a business deal. Mr. Ruppel is a retired captain; Mr. Cisler a reserve major.

tional Research Bureau of Chicago, and **Charles C. Alsup,** formerly with Arrow Productions Inc., to sales staff of Television Programs of America as account executives. **Robert Hoffman,** account executive with Unity Television Corp., N. Y., appointed account executive for Television Programs of America in Mid-Atlantic states. **Bernard Zisser,** sales executive for Gotham Recording Corp., N. Y., and **William L. Kost,** formerly with Headley-Reed station representatives, also to Television Programs of America as account executives in New York.

Gilbert S. McKean, head of special products division of Columbia Records Inc., appointed director of transcription division of company in addition to present duties.

Albert H. Schmitt, formerly recording engineer with Apex Record Co. and Mercury Records, appointed recording engineer for Nola Recording Studios, N. Y.

Jack Farren, NBC-TV directorial staff, to Kagran Inc., N. Y., as associate producer on *Johnny Jupiter* show.

Irma B. Faught, Fulton Recording Co., to Teleprompter National Sales Corp., N. Y., in both public relations and sales.

Services

Bert C. Goss elected executive vice president and **Paul Boxell, James Cassidy** and **John O'Connell** elected vice presidents of Hill & Knowlton Inc., public relations counsel. **Kerryn King,** senior vice president of Hill & Knowlton Inc., Washington, appointed public relations director of The Texas Co., N. Y. **Richard W. Darrow,** vice president of Hill & Knowlton, will succeed Mr. King as account executive on Texas Co. account.

Baskett P. Mosse, associate professor and chairman of radio-tv department, Medill School of Journalism, Northwestern U., Evanston, Ill., promoted to professor of journalism.

William Drager, director of research for Morey, Humm & Johnstone, N. Y., to Allen & Reynolds News Service, Omaha, as director of research.

Jesse Owens, former track star, has announced opening of **Jesse Owens & Assoc.** Firm will specialize in public relations, publicity, promotions and "certain phases of merchandising and market research" in Negro market. Offices are at 1133 E. 63d St., Chicago.

Edwin H. Pewett, chief of Judgments & Judgment Enforcement Section of Antitrust Div., U. S. Dept. of Justice, to law firm of Weaver & Glassie, Washington.

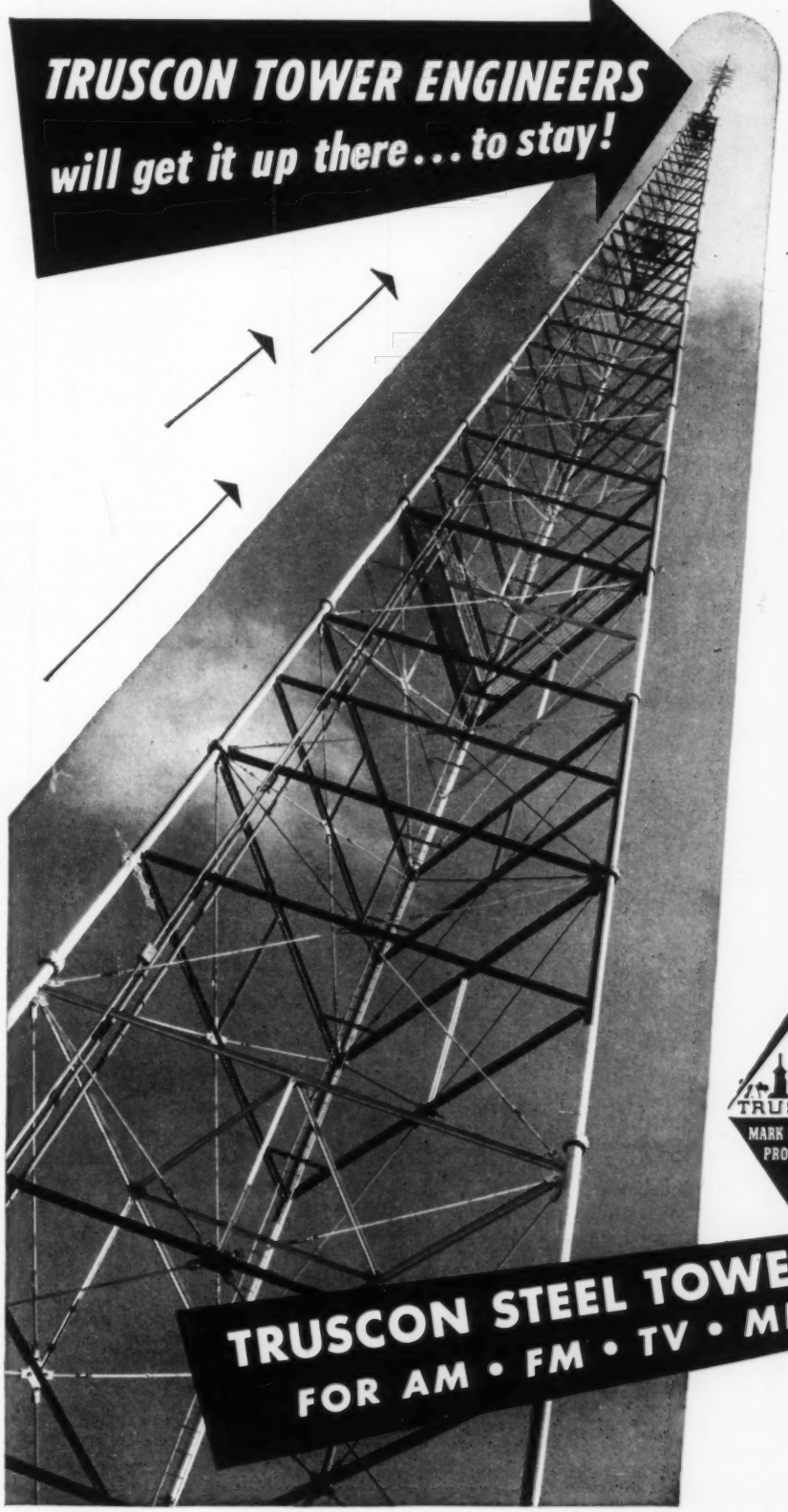
David Mayer, psychologist formerly associated with Radio Free Europe and expert in psychology for Unesco, and **Dr. Saul Levine,** research fellow of American Bar Assn. and former chairman of social science Dept. of Ann-Reno Institute of Adelphi College, to Institute for Research in Mass Motivations Inc., Montrose, N. Y.

John Battison, director of education at National Radio Institute, Washington, is author of *Battison's Television Broadcasting*, to be published shortly by Macmillan Co., N. Y.

THE STARS and executives of GE's Small Appliance Division and Radio-Tv Department meet to make preparations for *Meet Mr. McNutley*, new half-hour television show presented by GE units Thursdays on CBS-TV. In cordial attitude here are (l to r): G. A. Bradford, Radio-Tv Department advertising manager; W. H. Sahloff, general manager of the Small Appliance Division; Ray Milland and Phyllis Avery, stars of the program; H. Reigleman, manager, Radio-Tv Department, and S. M. Fassler, advertising manager, Small Appliance. The Radio-Tv Department is sponsoring the radio version of the show.

You Name The Height Your Antenna Must Reach...

TRUSCON TOWER ENGINEERS will get it up there... to stay!



● Whether your needs call for a medium-sized 300 foot tower, a lofty 1200-plus foot giant, or any size in between, Truscon engineers have the answer . . . or can get it to you fast. Truscon has designed and built many hundreds of radio towers now serving in all kinds of climate and all types of topography. Truscon builds 'em for you tall or small . . . guyed or self-supporting . . . tapered or uniform in cross-section . . . for AM, FM, TV, and Microwave transmission. You just name the height your antenna must reach; then write, wire or 'phone your nearest Truscon district office or "tower headquarters" in Youngstown to get your tower program going as soon as defense requirements permit.

TRUSCON STEEL DIVISION

REPUBLIC STEEL CORPORATION
1074 ALBERT ST.
YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N. Y.

TRUSCON
MARK OF MERIT PRODUCTS

TRUSCON®
—a name you can build on

TRUSCON STEEL TOWERS FOR AM • FM • TV • MICROWAVE

'No Trouble With Tv,' Ascap Tells Newsmen

ASCAP anticipates no special difficulty in coming to a copyright agreement with the television industry, according to Arthur Schwartz, who presided at a Tuesday breakfast tendered by Ascap to Washington newsmen. Mr. Schwartz said Ascap and television stations and networks "obviously need each other," and recalled that telecasters "were charged nothing for our music while the industry got on its feet."

Ascap is promoting legislation to repeal a section of the 1909 Copyright Act which permits juke box operators to play records without liability for copyright fees. The society provided talent for a dinner tendered in Washington Monday for delegates to the 42d conference of the Inter-Parliamentary Union.

The Ascap-television five-year contract expires Dec. 31.

Injunction Suit Filed to Stop 'Hollywood Story' Title Use

INJUNCTION suit to stop use of the title, *The Hollywood Story*, was filed Oct. 9 in Los Angeles Superior Court against NBC, Publicists Guild, producers Ben Pearson and John Gibbs and others by Shirley Thomas, packager-m.c. of Columbia Pacific Radio Network's weekly half-hour *Shirley Thomas from Hollywood*, known until two months ago as *The Hollywood Story*.

Miss Thomas claims prior rights to the title and, through Los Angeles attorney Nathaniel H. Willis, served notice on NBC protesting use of the title for a new weekly half-hour radio program which started Oct. 4 in association with Publicists Guild.

Produced by Messrs. Pearson and Gibbs, PG's first radio series, claimed in the works for more than four years, dramatizes the lives of film capital luminaries. The program will net PG $300 weekly while on a sustaining basis, which goes into an emergency fund for the Guild.

'Highest Tv Community'

CLIMAX, Colo., a mining town of some 2,000 persons, claims to be "the highest tv community in the world." Located in the Rockies, approximately 11,400 feet above sea level, and surrounded by even higher peaks which keep tv signals out, it will gets its television via a community antenna system employing three antennas being installed on 13,770-foot-high Mount McNamee to catch tv signals from Denver. The project was underwritten at a cost estimated at $70,000 by the Climax Molybdenum Mines.

Rountree to Quit Tv Shows To Further Own Programming

MARTHA ROUNTREE will leave as moderator of *Meet the Press* and *The Big Issue* television programs next month to devote herself to several shows of her own in the public affairs field, it was announced last week. She recently sold her interest in both programs to her longtime associate, Lawrence E. Spivak, who produces and appears on both shows.

Miss Rountree and her husband, Oliver M. Presbrey, head a company that controls *Leave It to the Girls*, *Washington Exclusive*, *Nation's Press Conference* and other programs.

AT&T Florida Relay Plan Adds Orlando—Jax Service

AT&T on Wednesday filed plans with the FCC for the construction of a radio-relay system between Jacksonville and Orlando, Fla., as the second link in a proposed route which ultimately will connect Atlanta and West Palm Beach. Augmenting present wire lines and coaxial cable connections between Jacksonville and Orlando, the new route will provide four channels, one each way for telephone service and one each way for protection and maintenance, releasing two channels of the Jacksonville-Orlando cable for television service.

14 Using INS Facsimile

INS Television Dept. announced last week that 14 tv stations currently are operating on INS' facsimile network and seven others have signed for the service and are awaiting installation.

Stations with the service are WBAL-TV Baltimore, WJAR-TV Providence, WPTZ (TV) Philadelphia, WNHC-TV New Haven, WHUM-TV Reading, WENS (TV) Pittsburgh, WNBK (TV) Cleveland, WFBM-TV Indianapolis, WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, WTVU (TV) Scranton, WFBG-TV Altoona and WRAY-TV Princeton-Evansville, Ind. Stations awaiting installation are KOA-TV Denver, KDUB-TV Lubbock, Tex., WNCT (TV) Greenville, N. C., KACY (TV) Festus, Mo., WOOD-TV Grand Rapids, KQTV (TV) Fort Dodge, Iowa, and WTIC-TV Hartford.

AIEA Formed in N. Y.

THE American Institute for Expression Analysis has been established and is located at 520 5th Ave., New York 36, telephone Murray Hill 2-5844. According to Dr. Henry W. Lohse, who claims to have invented expression analysis and who says he will publish a book this fall on the subject, expression analysis dissects expressed matter (spoken, written, entertainment, art) and interprets the meaning of the contents in terms of "truth, reality, aberration, ethics, esthetics, conscious and unconscious thinking and action, mental age, receptiveness, inclinations, etc."

Hospital Group Uses Tv

USE of closed-circuit television for the first time at a convention of the American Hospital Assn. has been reported by Sylvania Electric Products Inc. Several large-screen Sylvania television receivers were installed in the balconies of an auditorium in San Francisco where the convention was held, enabling visitors to view close-up proceedings from the main hall, the company said.

Coming to

ALBANY • TROY • SCHENECTADY

WTRI

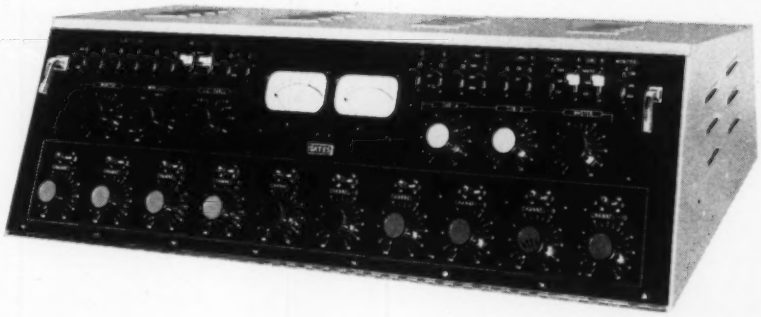
TELEVISION

HIGHER POWER

WIDER COVERAGE

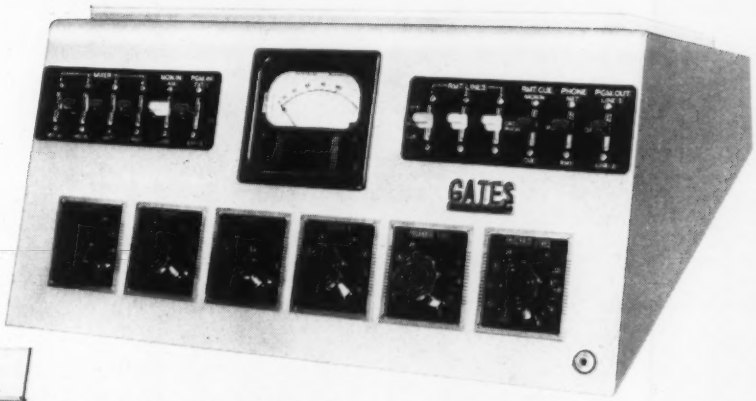
CHANNEL 35

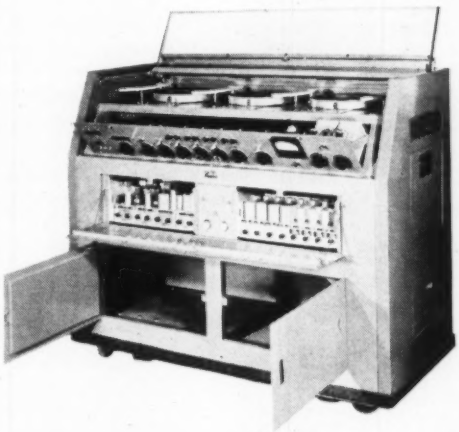
for TV THIS QUARTET IS SETTING RECORDS



Page 120 of the new Gates catalog describes the new CC-1 ten-channel, completely plug-in speech input console. The very last word in up-to-date speech equipment for TV.

Page 142 of the big new 250-page Gates catalog tells the "Studioette" story. This is the small-big console for TV. Handles 4 microphones, 2 turntables, 2 projectors, network and much else.





Page 155 in your 250-page buyer's guide tells of a new, modern and unusual sound effects wagon. For productions, there is no substitute for the finest in S. E. equipment.

Page 157 is about "old workhorse". The most used and we believe, most successful transcription turntable made today. Nearly 2000 in use. This item, the maintenance engineer can forget about.

In August, each radio and TV station was mailed the catalog referred to herein. If the catalog, intended for you, was pilfered by your side-kick—let us know.

GATES

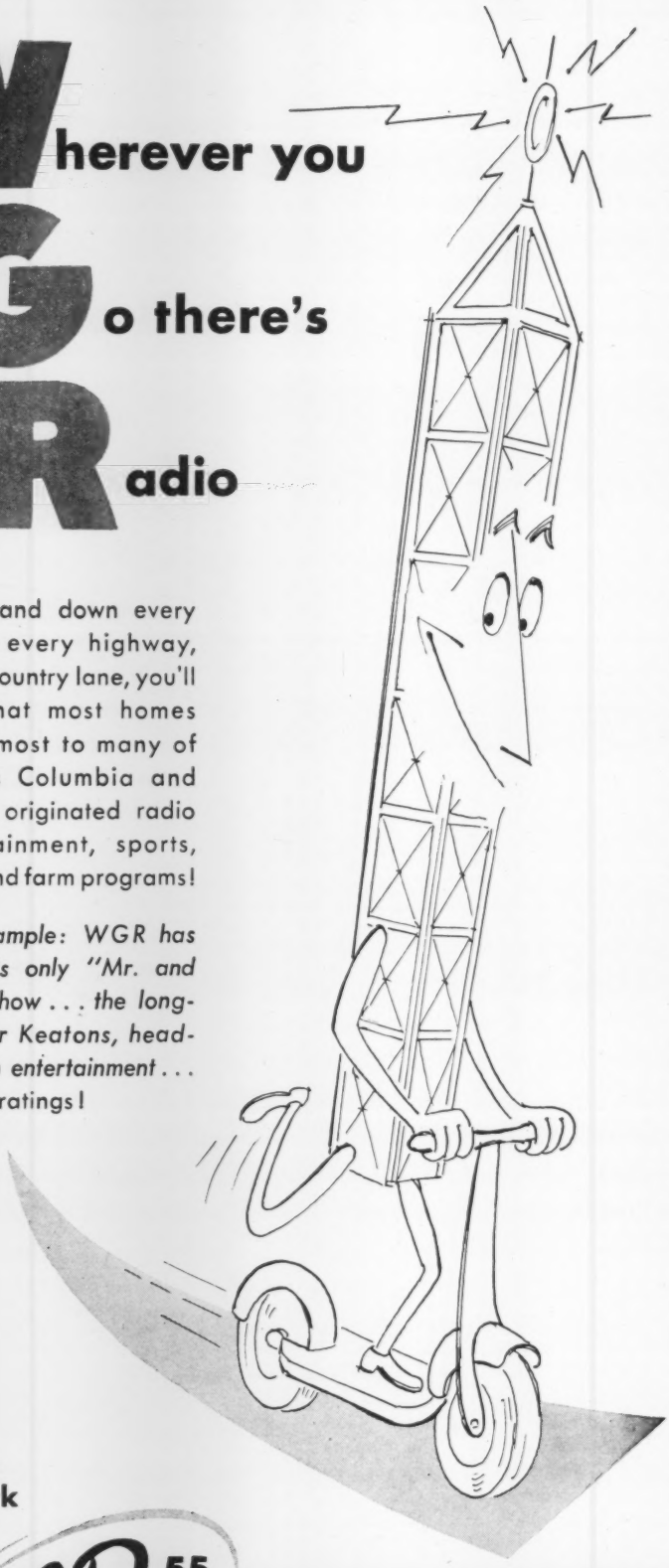
GATES RADIO COMPANY

Manufacturing Engineers Since 1922

QUINCY, ILLINOIS, U. S. A.

Offices in:
Houston, Atlanta,
Los Angeles, New York
and Canadian Marconi Co.,
Montreal

Wherever you Go there's Radio



● Up and down every street, every highway, every country lane, you'll find that most homes listen most to many of WGR's Columbia and locally originated radio entertainment, sports, news and farm programs!

For example: WGR has Buffalo's only "Mr. and Mrs." show . . . the long-popular Keatons, headliners in entertainment . . . and in ratings!

CBS Radio Network

WGR 55 ▲ **BROADCASTING CORPORATION**

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

AWARDS

Christopher Awards Set For Two Radio, Two Tv Shows

PERSONNEL associated with two radio and two television programs will receive Christopher Awards for the third quarter of 1953, Father James Keller, founder of the Christopher movement, announced last week.

In the television category, awards will be made to producers William McAndrew and James Fleming, writer Arthur Holch and director Charles Christensen for NBC-TV's *Assignment Tomorrow*, presented on Aug. 23; Dr. Frances Horwich, producer Judith C. Waller and director Reinald Werrenrath Jr. for NBC-TV's *Ding Dong School*.

In radio, Christopher medallions will be presented to writer James Poe and producer William Gay for CBS Radio's *Sam Houston*, and CBS Radio news analyst Allan Jackson for his Sept. 24th spot check of the conditions of educational facilities in various cities in the country.

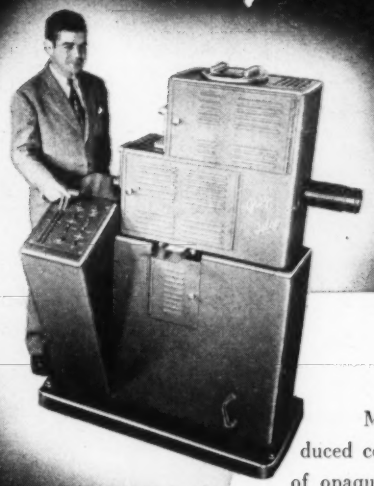
WPTZ (TV) Philadelphia was cited for the second year by the Institute for Education by Radio-Television of Ohio State U. as winner of its first-place award for "outstanding educational contribution and distinguished television production." Rolland V. Tooke (r), station general manager, receives the award from Dr. Louis P. Hoyer, Philadelphia public schools superintendent. WPTZ won the honor for its *Operation Blackboard*, in-school-viewing program.

Democracy Workshop Planned

WINNERS of the 1953 Voice of Democracy contest will take part in the fourth annual Democracy Workshop to be held Feb. 19-21, 1954, at Colonial Williamsburg, Va. The four national winners plus about 30 state winners will be guests of the historic town in a series of roundtable discussions and programs.

Sponsoring the Voice contest are NARTB, Radio-Electronics-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce. The national winners will receive their scholarship awards and gifts at a luncheon to be held in Washington. The annual contest will be conducted during National Radio & Television Week, Nov. 1-7.

Used by more TV stations



than any other 4 x 5 commercial slide projector

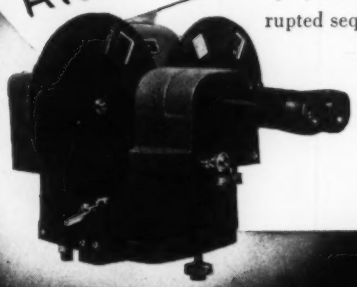
The famous GRAY TELOP I

Makes profits grow — projects low-cost, easily produced commercials. Four optical openings for projection of opaque and transparent photos, rolling titles, slides, small objects, etc., with superimposition, lap dissolve, or fade-out effects. America's best-known, most-used television optical projector!

GRAY TELOP II

Another TV profit maker—with two channels accommodating slide holders, light boxes and accessories for special effects. Gives professional results—and one operator does it all!

AND NOW...



GRAY 3A TELOJECTOR

New, compact unit for automatic remote control projection of standard 2 x 2 slides . . . in uninterrupted sequence . . . with fading, lapping and superimposition. Solves many problems for both large and small stations. Get all the facts, now!

WRITE TODAY FOR BULLETIN RD-8

GRAY RESEARCH

and Development Co., Inc., Hilliard Street, Manchester, Conn.

Division of The GRAY MANUFACTURING COMPANY—*Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph.*

AUDOGRAPH

TWA Approves Split Into Two Area Groups

REORGANIZATION of Television Writers of America into two semi-autonomous groups, headquartered in Hollywood and in New York, was approved at a membership meeting in Hollywood Oct. 8. The national office presently is in Hollywood.

A final mail vote on reorganization details, including constitution and bylaw changes, will start within two weeks, with a vote count 20 days after ballots are mailed.

Regional Offices

Changes tentatively provide for each region to set up its own offices, consisting of president, staff and executive board, and conduct their own negotiations. National organization would pass on matters like strikes or affiliations. Regional presidents, plus the national president, will comprise the national executive committee, while regional boards will form collectively a national board of directors. The national president will be nominated alternately each year by the respective regional board.

Date for opening negotiations with tv film producers will be announced shortly by the Hollywood office, TWA officials revealed. Negotiations with major networks currently are in progress in New York over freelance writers contributing to network programs.

TWA Votes Board Members Must Take Loyalty Oaths

ANTI-COMMUNIST oaths will be required of Television Writers of America board members, following approval of a constitutional amendment by 80% of the group's national membership.

In the same mail vote, counted a fortnight ago, another amendment requiring anti-communist oaths from the entire membership was rejected, 57 to 43%. Richard Powell, TWA president, had opposed the blanket loyalty oath because "it would divide the union and make an investigative body of it."

Hollywood members met Oct. 8 to select a nominating committee for TWA November elections, to hear plans for revision of regional and national organizations, and to hear reports on negotiations with networks and independent tv producers.

AFTRA Record

RECORD $231,677 in claims was collected during the past year by Los Angeles local of American Federation of Television & Radio Artists, according to executive secretary Claude McCue. Sum represents 2,637 individual payments for rebroadcasts and disputed claims.

NLRB Dismisses IBEW Bid

PETITION of IBEW asking to represent employes of Palm Springs (Calif.) Community Television Corp. has been dismissed by NLRB on the ground that it lacks jurisdiction. NLRB found negligible evidence that the firm operates in interstate commerce. It is 100% owned by International Telemeter Corp.

WATV

is pleased to announce that

ITS NEW TRANSMITTER AND ANTENNA ATOP THE EMPIRE STATE BUILDING

will commence operations on

SATURDAY, NOVEMBER 14, 1953

WATV

CHANNEL 13

NEWARK, NEW JERSEY

POINTING OUT their identities on the poster are members of Gibbs & Co. Inc., who present their *Gibbs Quiz Club* on WBAL-TV Baltimore. Reading clockwise from top left: Dixon Gibbs, pres.; Brent Gunts, producer; Rita Eastman, Van Sant Dugdale Adv. Agn.; "Vernie," member of cast; Gae Gibson, who handles commercials; Jay Grayson, m.c.

CONTRACT for NBC-TV's *Arthur Murray Dance Party* is signed for Consolidated Royal Chemical Corp. by James Hirschfield, Consolidated pres.-gen. mgr., and (l to r) Leonard Lavin, Consolidated sls. mgr.; Nathan Hirschfield, firm's treas.; Joe Sample, Dancer-Fitzgerald-Sample, and Edward R. Hitz, manager, NBC Central Div. sales.

PRESENT in Hollywood at launching of new "live" format *Hallmark Hall of Fame* with Sarah Churchill are (l to r) John Williams, NBC Western Div. sls. mgr.; Edmund L. Cashman, tv v.p., Foote, Cone & Belding, N.Y.; Miss Churchill; Duane Bogie, acct. exec., and Albert McCleery series' producer-writer.

NASH DEALERS of Metropolitan New York arrange for five-times-weekly *Broadway Tv Theatre* on WOR-TV New York. The 52-week contract is scanned by (l to r) George Wolf, Geyer Adv.; Warren Wade, producer; Ed Christie, Nash; William Gorman, WOR-TV, and James M. Gaines, WOR-AM-TV v.p.

XUM

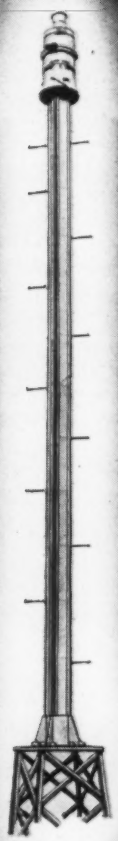
NEW

GABRIEL COSECANT UHF TRANSMITTING ANTENNA

NO DE-ICING NECESSARY

FEATURING NULL FILL-IN

TWO MODELS AVAILABLE FOR EACH CHANNEL



ADJUSTABLE BEAM TILT

A GABRIEL PRODUCT

THE GABRIEL COMPANY

*ACTUAL INSTALLATIONS PROVE OUTSTANDING PERFORMANCE

*Facts Reported By Television Digest Prove That The Gabriel Cosecant Antenna Gives Extra Coverage.

For Complete Information, Write For Bulletin TV-100

WORKSHOP ASSOCIATES DIVISION

Endicott St.,
Norwood, Mass.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

WASHINGTON

D.C.

Midway between the White House and the Capitol

400 Air-Cooled Rooms from

$6 single

$9 double

HOTEL *Raleigh*

on Famous Pennsylvania Avenue

Headquarters for tourists and business people. Pall Mall Room renowned for fine cuisine.

SPECIAL COURTESIES TO HONEYMOONERS.

Consult Your Travel Agent or Write to C. C. SCHIFFELER, President

CONSERVATIVES GIRD FOR COMMERCIAL TV; DECISION MAY COME SOON, M. P. SAYS

Cyril Osborne, a member of Parliament, gives B•T the pros and cons of commercial tv in England. The climax to debate in the House of Commons may come as early as this fall, Mr. Osborne declares.

THE BATTLE of Britain over commercial tv may come to a climactic ending as early as this fall. And a vocal member of the House of Commons, which will debate the subject, thinks the proponents of commercial broadcasting have a good chance to win the battle.

ENGLAND

A B•T interview last week with Cyril Osborne, Conservative Member of Parliament, brought the picture into focus. Here is a summary:

• The Government's White Paper advocating commercial television as an adjunct to the tv monopoly operated by the Government's British Broadcasting Corp. is before Parliament for debate. The new session of the House of Commons convenes Nov. 3.

• Many Conservatives, Mr. Osborne among them, believe they have the arguments which will carry the commercial tv proposal to legislative victory.

• If and when Great Britain has commercials, they will be on the subtle side. Mr. Osborne envisions airwave advertising in the manner of Annie Oakley, the character in the musical, who when trapping her man: "She doesn't shoot him, she doesn't frighten him, but, on the contrary, she acts a bit coy."

While in this country, Mr. Osborne has visited national advertisers and advertising agencies and has toured the Eastman Kodak plant, inspecting experimentation in color tv film processing. He plans to visit Brig. Gen. David Sarnoff, RCA-NBC board chairman, before he returns to England.

Mr. Osborne was in Washington last week as a delegate to the 42d conference of the Inter-Parliamentary Union. He has held his seat in Parliament for eight years as representative of Louth, Lincolnshire, and serves on the House of Commons' committees on Industry and Finance. In private life he is a textile manufacturer, a stock broker and a member of the board of a number of food companies.

He believes strongly in radio and tv, particularly in the effectiveness of video as a molder of public opinion. He got his dramatic taste of tv in political life when in the U. S. a year ago during the television talk on personal finances by the then Senator, now Vice President Richard M. Nixon. Mr. Osborne observes: "It was a brilliant piece of showmanship and it successfully served the purpose for which it was designed. It got both money and votes."

AT SPEAKER'S platform in the U. S. House of Representatives, Cyril Osborne, M. P., addresses the Inter-Parliamentary Union. Mr. Osborne is one of the leaders in the Conservative Party's fight to gain a *carte blanche* for commercial television. Others in picture are Union delegates.

Politics—and the right of candidates to take the airwaves—has much to do with Mr. Osborne and his colleagues' fight for commercial tv. He explains that with only one tv channel in all of Britain it is necessary for party caucuses to decide which candidates will represent the parties on the sole tv channel in an election campaign. But this practice leaves little room for the people's alternative choice—the independent in politics. Additional facilities, brought about by private enterprise tv (although under government regulation as in this country) would bring choice in viewing.

Opponents to the proposal of adding commercial tv to the existing one-channel, BBC-operated television monopoly (with boosters BBC's programming has the goal of 90% saturation) claim if more channels are wanted, BBC should add them. In radio, for example, BBC has three radio services or channels. But, Mr. Osborne warns, additional BBC tv would spiral the license fee per tv set from the current $6 to about $70, compared to the license fee per radio set of $3.

His solution is simple: Get additional service by permitting the advertiser to foot the bill and provide the revenue. This, he explains,

'Radio Theatre' Leads Canadian Network Ratings

LEADING the Canadian rating field in September was *Radio Theatre* with a rating of 18.7, according to the report of Elliott-Haynes Ltd., Toronto. The other top shows were *Great Gildersleeve* 12.4, *Arthur Godfrey's Talent Scouts* 11.1, *Championship Fights* 9.4, *Treasure Trail* 9.1 (Canadian), and *The Tylers* 9 (Canadian).

CANADA

Four evening transcribed shows were listed in the national report: *Red Skelton* 13.6, *I Was a Communist for the FBI* 12.7, *Denny Vaughan Show* 12.4 (Canadian), *and Eddie Fisher Show* 8.1.

Of 16 daytime network shows, the leading five were *Ma Perkins* 14.2, *Pepper Young's Family* 12.7, *Right to Happiness* 12.3, *Road of Life* 12.1, and *Aunt Lucy* 11.5.

The leading French-language evening shows were *Un Homme et Son Peche* 33.6, *Metropole* 21.8, *Jouez Double* 19.4, *Le Survenant* 18.1, and *La Pause Qui Rafraichit* 17.6. Top French-language daytime shows were *Jeunesse Doree* 24.2, *Francince Louvain* 23.4, *Rue Principale* 22.1, *Les Joyeux Troubadours* 21.9, and *Je Vous ai tant Aime* 21.8.

Up to Parliament

ONLY a fortnight ago Earl de la Warr, England's postmaster general, announced that the British government will soon announce its plans for a new television service accepting advertising [AT DEADLINE, Oct. 12]. The announcement of the postmaster general, who is in charge of broadcasting affairs, came at the Conservative Party's annual conference. He said the new service would accept advertising but not the sponsorship of programs. BBC, which at present has a monopoly on tv, would continue to operate. The program when announced must be approved by Parliament (see story).

would not interfere with the BBC, but, in fact, strengthen it by urging BBC to maintain quality in programming.

The M. P. asserts tv will be the greatest factor in forming public opinion. He believes it will be greater in its influence than the press and the pulpit. If public opinion is to be free, he concludes, the public must be given the alternative viewpoint and that brings up the need of an alternative tv facility in his country.

Mr. Osborne admits the average Britisher doesn't go along with U. S. commercials. For his part, they are "too damn blatant." The Socialists go further, finding commercials "raw, raucous, rather adolescent and containing appeal to the juvenile teen-ager . . . they are not on an intellectual plane . . . and to us they are disconcerting." The British, Mr. Osborne reminds, are more modest and subdued in temperament.

His idea: Preserve the high quality which he says BBC has in tv programming but add the "best of the U. S. commercial system without the blatant shouting of commercialism."

He also goes along with the current plan among the advocates of some commercials in tv of permitting advertising only before and after a particular program—no cut-ins would be allowed.

An argument of opponents is that the housewife will be immersed in commercials and find them obnoxious. Mr. Osborne says that's no problem—all the housewife has to do is turn the knob and she will have BBC and no commercials.

Greatest setback to Mr. Osborne's bloc of supporters was the U. S. networks' alleged bumbling of commercials spotted or carried on the Coronation program in June, according to the M. P. This drew educators and religious leaders to the side of the opposition. But Mr. Osborne looks forward to a good show in the House of Commons and he's picked up some new material in the States to buttress his arguments.

Peron Interview on NBC

NBC was scheduled to present an interview, which it described as "exclusive," with Juan D. Peron, president of the Argentine Republic on its *Weekend* radio program (Sun., 4-6 p.m. EST) yesterday. The interview was obtained by George Natanson, NBC correspondent in Argentina, and, a network spokesman said, was the first one granted by President Peron to a foreign radio newsman in the last four years. NBC-TV will carry the sound-on-film version in a special 15-minute presentation tomorrow (Tuesday) from 10:45-11 p.m. EST.

ARGENTINA

For TV towers up to 3000 feet
Specify Emsco engineered
"Towers of Strength"
Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . and insures long structural life.
Every Emsco tower design is *unconditionally guaranteed!* . . . backed by a pioneering experience of more than 25 years in steel tower fabrication . . . and by a staff of structural engineers who are specialists in tower design.
For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*
EMSCO
TOWERS OF STRENGTH
EMSCO MANUFACTURING COMPANY
LOS ANGELES, CALIFORNIA
Houston, Texas • Garland, Texas
Typical Emsco guyed tower installation, Louisville, Ky.

CBC-TV Shifts Schedules For Evening Programs

POPULAR TV PROGRAMS will have early evening showing, according to a new policy of Canadian Broadcasting Corp. Programs with a high cultural or educational content **CANADA** are to be featured during the late evening hours, from about 10:30 p.m. on. More U.S. tv network shows and films are being imported, some sponsored and some on a sustaining basis, in order to gain audience for the Canadian tv stations. Late evening shows will consist of live Canadian musical shows, panels and little-known films.

SIEGEL REPORTS ON ITALIAN RADIO MEET

WNYC's director and chairman of NAEB's International Relations Committee urges commercial radio to take part in international radio affairs.

"WHY don't the U. S. stations and networks participate in these international radio affairs, or if they don't want to get in as individuals why doesn't NARTB take part as **ITALY** representative of the American broadcasting industry? Why should the National Assn. of Educational Broadcasters carry the ball alone?"

Those questions were asked last week by Seymour N. Siegel, director of WNYC, New York's city-owned station, and chairman of NAEB's International Relations Committee. Mr. Siegel had just returned from Palermo, Italy, where he had represented U. S. radio at the annual Prix Italia conference which also included broadcaster representatives of Austria, Belgium, France, Great Britain, Italy, Monaco, The Netherlands, Portugal, Switzerland, Trieste and Western Germany.

Mr. Siegel also on behalf of U. S. radio in general and the NAEB in particular entered two programs into the competition for this year's awards for the best musical and documentary programs. The musical entry was "Pentaptych," a work for chorus and orchestra by Nicholas Flagello; the documentary was "A Work in Your Ear" by Lister Sinclair from the *Ways of Mankind* series produced last year by NAEB.

"Neither entry won the prize for its class," Mr. Siegel said, "although both were commended by the judges. Our musical entry was rated highly as music but it was pointed out that it could be performed just as well in a concert hall as on the air and therefore lacked the quality of being particularly and peculiarly radio that it stressed so highly in this competition."

The Prix Italia awards, amounting to some $7,500 apiece, are contributed jointly by the participating national groups, Mr. Siegel said. Competitions were established in 1949 by Radio Italiana, the corporation which operates Italian broadcasting under a 25-year governmental grant which unlike other European systems permits commercial operations. In addition to Prix Italia awards for the best musical and dramatic programs, Radio Italiana on its own makes less substantial cash awards for top programs in these categories and this year the Italian Press Assn. inaugurated an award for the best documentary.

Prix Italia winners for 1953 were: Musical—*Route of Columbus*, submitted by Radio Italiana; dramatic — *Christopher Columbus*, submitted by the Belgian radio. The Radio Italiana awards went to *The Country Doctor*, entered by the Union of Radio of West Germany, as the best musical work, and to BBC's *Streets of Pompeii* as the best radio drama. Radio Italiana's documentary, *Nocturne in Knossos*, won the new Italian Press award.

In all, 11 musical programs, nine dramatic shows and seven documentaries were entered for the various awards, Mr. Siegel said. These programs are all being made available for broadcast in all participating countries, he said, reporting that WNYC on Oct. 25 will broadcast the *Route of Columbus*, using an English translation of the text.

He noted that NAEB "stumbled into this" a year ago when it sent a committee abroad to stimulate the exchange of programs between American and European stations.

Tv Programming Course

A WEDNESDAY evening fall and winter course in television programming for advertising agency personnel, future tv station personnel, advertisers, and tv producers has **CANADA** been started at the Ontario government's Ryerson Institute of Technology at Toronto. Eric Paylin, radio-tv director of the Ryerson Institute, is in charge of the series, with John Barnes as director of the course.

selling time

by serving the "party who makes up the lists"

George W. Harvey, General Manager, **WFLA**, Tampa, says:

"For a small station that does not spend a lot of money on trade paper advertising, we think that STANDARD RATE affords one of the most convenient and effective as well as economical methods of telling our story to the party who makes up the station lists."

Thousands of vacationists are already enjoying sun and fun on Florida's West Coast—and more are on the way! They will spend millions of dollars on almost every type of goods and service during the next few months. WFLA delivers this big bonus in listeners at no extra cost. Make hay where the sun shines. Buy spots on WFLA—now!

Tampa Tribune Stations
WFLA AM FM
NBC affiliate
NATIONAL REPRESENTATIVE JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE HARRY E. CUMMINGS

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.

2 It helps *unknown* prospects to decide to call in your representatives.

3 It goes to agency-client conferences.

4 It remains instantly accessible to the SRDS user who is working nights or weekends.

5 It provides liftable material for inclusion in media proposals.

6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.

7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.

8 It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS

The National Authority Serving The Media-Buying Function

Walter E. Botthof, Publisher

Standard Rate & Data Service, Inc.

1740 Ridge Avenue, Evanston, Illinois
SALES AND SERVICE OFFICES:
NEW YORK · CHICAGO · LOS ANGELES

Cuba Tv Outlet Repeats Feature 4 Times Daily

NOVEL type of video programming, based on motion picture theatre practice, is working out well at CMBF-TV Havana, Arturo Chabau, vice president of Circuito CMQ S. A., owner of the station, said last week in New York.

CUBA

Station goes on the air at 2 p.m. daily, Mr. Chabau reported, with a two-hour feature film, which is repeated at 4, 7 and 9 p.m., a children's hour of cartoons and other juvenile programming going into the 6-7 p.m. period.

This type of program repetition, after six months of operation, has an average quarter-hour rating of 5.8 and a cumulative audience rating of 24 for the day, Mr. Chabau said. It is also better than 30% sold, he stated, with advertisers buying announcements which are telecast in groups of three at half-hour intervals. He believes that triple-spotting each half-hour is preferable for both advertiser and viewer rather than a policy of interrupting the film every ten minutes.

Tv Popular With Britons, Admiral's Siragusa Reports

TELEVISION is as popular in England as in the U. S., with approximately 2.75 million sets now in use, Ross D. Siragusa, president of Admiral Corp., reported last Tuesday.

ENGLAND

Mr. Siragusa, who visited radio and tv plants on a recent European business trip, said that the English video industry is producing receivers at the rate of 800,000 to 900,000 per year. Most of them are equipped with small screens, although there is a gradual shift to larger sizes, and picture quality is good, he added. Average price of a 17-inch set is about $225 with taxes.

A decision is expected shortly, perhaps next month, on a proposal to authorize commercial tv operations in England, Mr. Siragusa reported. In any event, BBC already has announced plans to allocate additional channels.

Programming in England is limited to between five and six hours daily, with no strict adherence to precise time schedules, the Admiral president noted.

U.S., Canadian RETMAs To Review NTSC Test

RESULTS of color tv field tests by National Television System Committee will be reviewed before the Oct. 26-28 joint meeting of U. S. and Canadian Radio-Electronics-Tv Mfrs. Assn., to be held at Toronto, Ont. Knox McIlwain, Hazeltine Electronics Corp., will describe the tests. The new CBS color tube [B•T, Oct. 12] will be described by N. F. Fyler, W. E. Rowe and C. W. Cain of CBS-Hytron.

CANADA

Use of transistors, new developments in tv receivers and means of preventing spurious radiations will be explained at clinic sessions.

'Speed Broadcasting'

A BRIEF on radio and television was presented to Prime Minister Louis St. Laurent and the Canadian cabinet by the Assn. of Canadian Advertisers Oct. 8 at Ottawa. The brief has not yet been released by the ACA but is understood to urge greater freedom for private broadcasting and television, faster development of television by private enterprise in Canada. Presenting the brief for the ACA were J. O. Pitt, Canadian Fairbanks Morse Co., Montreal, ACA president, and J. E. Potts, Pepsodent Division, Lever Bros. Ltd., Toronto, chairman of ACA's radio and television committee.

CANADA

Erwin, Wasey Co. Readies English Radio-Tv Plans

CREATION of a radio-tv department in the London office of Erwin, Wasey & Co. has been announced by President Howard D. Williams. Charles L. Hutchins, formerly on the creative staff in the agency's Los Angeles office, will head the new department.

ENGLAND

Explaining that British agencies feel radio-tv will soon be approved by the government as advertising media, Mr. Williams added his agency's London office "is making plans to launch extensive campaigns for its clients in these media just as soon as they become available."

INTERNATIONAL SHORTS

Grove Pharmacal Ltd., St. Louis (Bromo-quinine tablets), has started campaign of 20 spot announcements weekly on 30 Canadian stations. Agency is Vickers & Benson Ltd., Toronto.

Procter & Gamble Co. of Canada Ltd., Toronto, (Dreft, Oxydol) has started for one year segments of local daytime radio shows in six major Canadian markets. Agency is Dancer-Fitzgerald-Sample, N. Y.

KAUM Guam, scheduled to start operations Dec. 1, appoints Adam J. Young Jr. Inc.

Stafford Foods Ltd., Toronto, appoints McConnell, Eastman & Co. Ltd., as advertising agency. Definite radio plans have not yet been announced.

Seeck & Kade Inc., N. Y. (Pertussin), appoints McCann-Erickson, N. Y., as its advertising agents for U.S. and Canada.

British Travel Assn. names Hewitt, Ogilvy, Benson & Mather, N. Y., to handle its advertising in United States.

Meloids, throat pellets made by Boots Ltd. of England, appoints Ed Shapiro, Phila., to handle advertising.

Bulletin To: Monochrome Television Engineers Who Wish To Advance in the Field of

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

Advertisement

From where I sit
by Joe Marsh

It's the Principal of the Thing!

Every autumn our High School has a contest to see who can get the most ads for The Recorder—the school magazine. The winner becomes honorary Principal for a day.

Skip Roberts won last week, and his first (and only) official act as "Principal" of the school was to announce in a loud, clear voice: "I hereby declare today a school holiday!"

Knowing Miss Gilbert, the real principal, it was no surprise to me that she laughed as hard as anybody else . . . and said to go right ahead.

From where I sit, it's no wonder our youngsters think Miss Gilbert's a wonderful person (even though they know they'll have to make up that day). Her tolerance, her friendly way with people of all ages reflect in everything she does. For instance, at my house Miss Gilbert prefers tea but respects my preference for a glass of beer. As a real *person . . . in any community, Miss Gilbert belongs at "the head of the class."*

Joe Marsh

Copyright, 1953, United States Brewers Foundation

EDUCATION

WABD (TV) Slates Series On New York's Colleges

PLANS for a series of 26 educational programs to be carried on DuMont's WABD (TV) New York on the workings of New York's four municipal colleges were announced jointly last week by Chris J. Witting, managing director of the DuMont Television Network, and Dr. Joseph B. Cavallaro, chairman of the Board of Higher Education of New York City.

Titled *Panorama*, the series will attempt to interpret the meaning, scope and contribution of higher education as illustrated by the work of City College, Hunter College, Queens College and Brooklyn College and to show how the institutions can be utilized by the community and individual alike. It will be carried on Saturdays at 5-5:30 p.m. EST, starting this week and continuing through April 1954.

Topics Explored

Some of the topics to be explored on the series are: issues in education; contemporary developments in the humanities; contemporary methods in education; vocational and vocational studies; the meaning of academic freedom and the liberal arts; the training of exceptional children; bio-medical research and psychological testing.

"We firmly believe that New York City's educational system is one of its most effective agencies for fuller, happier living," Mr. Witting commented. "We hope this series will be the initial step in making New Yorkers more appreciative of how they can utilize their municipal colleges both individually and on a community level. We are glad to make our facilities available to air so significant a public service series."

KTHT Studies Tv

ABOUT 20 staffers on KTHT Houston, whose owner, Mayor Roy Hofheinz, is a principal in an applicant for vhf ch. 13 there, have completed a two-week tv indoctrination course at the U. of Houston to prepare them for a knowledge of the medium, should ch. 13 be granted to Television Broadcasting Co. of Houston Inc., of which Mr. Hofheinz owns 50%. The course was given by the U. of Houston television department, which also operates KUHT (TV) Houston, noncommercial educational tv outlet.

NSSR Holds Dinner Forum Top Speakers Are on Program

THE New School for Social Research, 66 W. 12th St., New York, was to hold its first dinner forum of the season at that address yesterday (Sunday). Speakers included moderator George V. Denny Jr., founder-moderator of *America's Town Meeting;* Sidonie M. Gruenberg, consultant, Child Study Assn.; Robert Saudek, director, Ford Foundation Radio-Tv Workshop and executive producer of *Omnibus* and *Excursion;* Gilbert Seldes, television producer and author, and Telford Taylor, counsel, Joint Committee on Educational Television.

IN PUBLIC SERVICE

WBZ-TV Films 'Fire'

WBZ-TV Boston has released for tv showing its film, titled "Fire," produced by the station in color in the interest of furthering fire prevention. It will be made available to the Boston fire department and the Massachusetts Dept. of Education. The film depicts the operation of the fire department. WBZ-TV received an award from the National Board of Fire Underwriters for its 1952 campaign in fire prevention.

WFIW Aids Wreck Victims

MORE than $825 was raised by WFIW Fairfield, Ill., on the air only a few weeks, to help a Michigan family involved in a car wreck there. The father had been killed and six members of the family were injured, including the mother.

KTLA (TV) on Smog

RESPONSE of over 15,000 letters supporting KTLA (TV) Hollywood in its anti-smog campaign has resulted in plans for a mass meeting Oct. 24, to be sponsored and televised by the station. Experts from medical and academic fields will consider solutions to the smog problem suggested from both letters and floor discussion. City, county and state officials have agreed to meet with the board. KTLA also will telecast a followup meeting. The campaign started with a series of station break and program announcements requesting viewers' opinions.

MILESTONES

►WROK Rockford, Ill., has requested that the city honor its silver anniversary on 1954 vehicle stickers. The station's appeal, the first filed with the Rockford City Council, stressed that it is important that the city recognize the first significant milestone of radio in Rockford because "in its comparatively few years of existence it has become so vital in the lives of individuals and society." The request came from John Dixon, commercial manager of WROK.

►KSOO Sioux Falls, S. D., in observance of its 25th anniversary, sponsored a tour of 66 persons from Iowa, Minnesota and South Dakota through the eastern states, with stops in Chicago, Detroit, Niagara Falls, New York, Washington and Cincinnati. E. C. (Red) Stangland, station farm director, is planning a station-sponsored tour of the South for 1954.

►KWKW Pasadena, Calif., celebrated its 11th year of operation recently, according to William J. Beaton, general manager. The station broadcasts on 1300 kc with 1 kw.

► *Northwestern U. Reviewing Stand* started its 20th year yesterday (Sunday) with a special program on WGN Chicago. The series was first broadcast as a 15-minute program devoted to philosophy and scientific developments but later changed to forum format, touching on world events. The program has been moderated for 10 years by Director James H. McBurney.

►JOSEPH GALLICCHIO, NBC Chicago music director, is celebrating his 25th year with the network. He has been a staff conductor since the network purchased WMAQ and was appointed Central Division music director in 1946.

UPCOMING EVENTS

Oct. 19: National Safety Council, convention, Chicago.

Oct. 22-23: Kentucky Broadcasters Assn., meeting, Kentucky Dam Village, Kentucky Lake.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Oct. 26-28: Joint meeting, U. S. & Canadian Radio-Television-Electronics Mfrs. Assns., Toronto.

Nov. 1-7: National Radio & Television Week.

Nov. 2: North Carolina Broadcasters Assn., meeting, Asheville.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehlebach, Kansas City, Mo.

Nov. 5: Upper Midwest Sales Conference, Hotel Radisson, Minneapolis.

Nov. 5-6: Ohio Assn. of Radio-Tv Broadcasters, meeting, Neil House, Columbus.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Nov. 19-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 10: Supreme Court to hear Oral Argument on FCC's "giveaway" regulations, Washington.

Jan. 6: Second session of 83d Congress begins.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

April 22-25: American Women in Radio & Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

SPECIAL LISTING
(NARTB District Meetings)

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

GET TEXAS MONEY!
Over Half Million Dollars a day Flowing
from our East Texas Oil Fields Alone!
KFRO
"Voice of Longview" TEXAS

a complete
TOWER Package from TOWER Construction Company

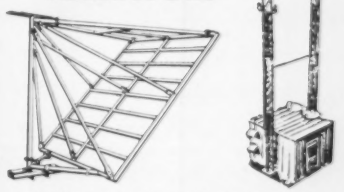
THE WHOLE JOB *Wrapped Up*

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tops in Towers
TOWER Construction Co.
SIOUX CITY, IOWA

now WHIO-TV comes in King Size!

WHIO-TV Regular Size *(Tower in use now—523 feet high.)*

WHIO-TV King-Size
(Tallest TV Tower in the world—1104 feet high.)

So triangular, so thin, so highly stacked!

In television towers, it's *height* that counts. And with men who know their TV towers best, it's WHIO-TV. *Try* the King-Size Tower Test soon. Longer length protects your Advertising dollar—travels your television message farther. Longer length helps filter out irritating interference, too. Puts a bigger, happier audience within easy reach. Ask George P. Hollingbery representatives to tell you more about WHIO-TV.

316,000 WATTS!

WHIO-TV World's Tallest TV Tower!

whio-tv channel 7
DAYTON, OHIO
CBS • ABC • DUMONT

TELESTATUS

Oct. 19, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	161,000	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	15,200
ARIZONA			
Mesa	KTYL-TV (12)	71,500	.....
Phoenix	KPHO-TV (5)	71,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	16,100	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	.....
Little Rock	KRTV (17)	.....	30,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	51,661	.....
	KAFY-TV (29)	.....	25,000
Chico	KHSL-TV (12)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	40,458
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,652,206	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	.....	.....
Sacramento	KCCC-TV (40)	.....	.....
Salinas	KSBW-TV (8)	.....	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	189,900	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	752,350	.....
	KVEC-TV (6)	.....	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
Colorado Springs	KKTV (11)	30,253	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)	164,750	.....
Pueblo	KCSJ-TV (5)	30,000	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	26,664
New Britain	WKNB-TV (30)	.....	90,411
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	81,000
DELAWARE			
Wilmington	WDEL-TV (12)	150,927	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)		
	WNBW (4)		
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	.....
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	193,500	.....
Pensacola	WEAR-TV (3)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	39,000
West Palm Beach	WIRK-TV (21)	.....	.....
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	12,500
Macon	WMAZ-TV (13)	50,000	.....
Rome	WETV (47)	.....	15,200
	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
ILLINOIS			
Belleville	WTVI (54)	.....	127,000
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)	.....	89,127
	WTVH-TV (19)	.....	.....
Quincy	WGEM-TV (10)	27,200	.....
	KHQA (see Hannibal, Mo.)		
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	42,000
Rock Island	WHBF-TV (4)	217,000	.....
Springfield	WICS (TV) (20)	.....	.....
INDIANA			
Bloomington	WTTV (10)	266,915	.....
Indianapolis	WFBM-TV (6)	394,000	.....
Lafayette	WFAM-TV (59)	.....	30,600
Muncie	WLBC-TV (49)	.....	32,500
South Bend	WSBT-TV (34)	.....	75,547
IOWA			
Ames	WOI-TV (5)	142,085	.....
Cedar Rapids	WMT-TV (2)	185,000	.....
Davenport	WOC-TV (5)	215,000	.....
Sioux City	KVTV (9)	59,493	.....
KANSAS			
Hutchinson	KTVH (12)	45,440	.....
Wichita	KEDD (16)	.....	32,026
KENTUCKY			
Henderson	WEHT (50)	.....	.....
Louisville	WAVE-TV (3)	293,102	.....
	WHAS-TV (11)(b)	.....	.....
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	32,000
Monroe	KNOE-TV (8)	65,000	.....
	KFAZ (43)	.....	9,800
New Orleans	WDSU-TV (6)	204,589	.....
MAINE			
Bangor	WABI-TV (5)	39,750	.....
Portland	WPMT (53)	.....	18,200
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	498,556	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,089,696	.....
Cambridge	WTAO-TV (56)	.....	.....
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	12,300
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)		
	WWJ-TV (4)		
	WXYZ-TV (7)	1,100,000	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	256,874	.....
Kalamazoo	WKZO-TV (3)	306,124	.....
Lansing	WJIM-TV (6)	227,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	40,100
MINNESOTA			
Austin	KMMT (6)	56,547	.....
Duluth	WFTV (38)	.....	31,500
Minneapolis	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul	KSTP-TV (5)		
	WMIN-TV (11)	394,300	.....
Rochester	KROC-TV (10)	40,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	11,000	.....
MISSOURI			
Hannibal	KHQA-TV (7)	70,000	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	323,062	.....
	KCTY (25)	.....	45,145
St. Joseph	KFEQ-TV (2)	75,439	.....
St. Louis	KSD-TV (5)	534,500	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	28,817	.....
	KYTV (3)		
MONTANA			
Butte	KOPR-TV (4)		
	KXLF-TV (6)	.....	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

295,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

is your best buy

Channel 4 Represented by

The BRANHAM Company

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WSYR-TV

Switching to **TELEVISION?**

If you're going into television, Mr. Station Owner, one of your biggest headaches is likely to be lack of trained personnel. Your radio staff must have special training to handle their TV jobs.

Southeastern has the answer—a professional TV Engineering Course, including complete maintenance instruction, that will enable your radio people to become competent television engineers in just six weeks!

Students are trained on the basis of regular station operation and become thoroughly familiar with the latest TV equipment and techniques. Their instructors hold key positions in television today, and are fully qualified to teach.

A professional training course of six weeks' duration is also available on TV Production. Write for complete information today and be sure of trained personnel when the need arises.

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

1016 WEST END AVENUE

NASHVILLE, TENNESSEE

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
NEBRASKA			
Lincoln	KFOR-TV (10) KOLN-TV (12)	60,360	.....
Omaha	KMTV (3), WOW-TV (6)	200,000	.....
NEVADA			
Las Vegas	KLAS-TV (8)	8,700	.....
Reno	KZTV (8)	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	13,635
Newark	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13) KOAT-TV (7) KOB-TV (4)	30,744	.....
Roswell	KSWS-TV (8)	10,176	.....
NEW YORK			
Binghamton	WNBF-TV (12)	155,000	.....
Buffalo	WBEN-TV (4) WBES-TV (59) WBUF-TV (17)	.....	53,667
Elmira	WECT (18)	.....	14,926
	WTVE (24)	.....	12,000
New York	WABC-TV (7) WABD (5) WCBS-TV (2) WNBT (4) WOR-TV (9) WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)	190,000	.....
Schenectady	WRGB (6)	279,500	.....
Syracuse	WHEN (8) WSYR-TV (3)	220,822	.....
Utica	WKTV (13)	125,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	.....
Charlotte	WBTV (3)	348,150	.....
Greensboro	WFMY-TV (2)	179,740	.....
Raleigh	WNAO-TV (28)	.....	31,200
Winston-Salem	WSJS-TV(12) WTOB-TV (26)	141,140	....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	.....	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	26,121
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9) WKRC-TV (12) WLWT (5)	435,000	.....
Cleveland	WEWS (5) WNBK (4) WXEL (9)	797,492	.....
Columbus	WBNS-TV (10) WLWC (4) WTVN (6)	306,950	.....
Dayton	WHIO-TV (7) WLWD (2)	300,000	.....
Lima	WLOK-TV (73)	.....	12,497
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73) WKBN-TV (27)	.....	80,510
Zanesville	WHIZ-TV (50)	.....	10,936
OKLAHOMA			
Lawton	KSWO-TV (7)	31,221	.....
Okla. City	WKY-TV (4) KTVQ (25)	221,408	....
Tulsa	KOTV (6)	156,325	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KPTV (27)	.....	108,007
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	33,020
Erie	WICU (12)	197,000	.....
Harrisburg	WHP-TV (55) WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	691,045	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	237,428	.....
New Castle	WKST-TV (45)	.....	48,123
Philadelphia	WCAU-TV (10) WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,681,876	.....
Pittsburgh	WDTV (2) WENS (16) WKJF-TV (53)	683,000	 100,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	75,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28) WILK-TV (34)	.....	106,000
York	WSBA-TV (43)	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	35,000	.....
Columbia	WCOS-TV (25) WNOK-TV (67)	.....	26,840
Greenville	WGVL (23)	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KKELO-TV (11)	39,752	.....
TENNESSEE			
Johnson City	WJHI-TV (11)	.....	.....
Knoxville	WROL-TV (6)	20,600	.....
Memphis	WHBQ-TV (13) WMCT (5)	218,200	.....
Nashville	WSM-TV (4)	122,657	.....
TEXAS			
Abilene	KRBC-TV (9)	9,140	.....
Amarillo	KFDA-TV (10), KGNC-TV (4)	32,257	.....
Austin	KTBC-TV (7)	44,354	.....
Dallas	KRLD-TV (4) WFAA-TV (8)	295,000	.....
El Paso	KROD-TV (4) KTSM-TV (9)	29,392	.....
Ft. Worth	WBAP-TV (5)	279,423	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (13)	.....	.....
Houston	KPRC-TV (2), KUHT (8) KNUZ-TV (39)	265,000	....
Longview	KTVE-TV (32)		
Lubbock	KCBD-TV KDUB-TV (13)	32,349	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5), WOAI-TV (4)	159,668	.....
Texarkana	KCMC-TV (6)	34,714	.....
Tyler	KETX (19)	.....	.....
Wichita Falls	KFDX-TV (3) KWFT-TV (6)	39,500	.....
UTAH			
Salt Lake City	KDYL-TV (4), KSL-TV (5)	131,200	.....
VIRGINIA			
Hampton	WVEC-TV (15)	.....	28,046
Harrisonburg	WSVA-TV (3)	.....	.....
Lynchburg	WLVA-TV (13)	73,154	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	199,620	.....
Richmond	WTVR (6)	174,182	.....
Roanoke	WSLS-TV (10)	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	294,000	.....
Spokane	KHQ-TV (6) KXLY-TV (4)	37,644	.....
Tacoma	KMO-TV (13) KTNT-TV (11)	294,100	.....
Yakima	KIMA-TV (27)	.....	6,000
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	88,257	.....
Madison	WKOW-TV (27) WMTV (33)	.....	10,000
Milwaukee	WTMJ-TV (4) WCAN-TV (25) WOKY-TV (19)	570,437	 100,000
Oshkosh	WOSH-TV (48)	.....	4,000
HAWAII			
Honolulu	KGMB-TV (9) KONA (11)	35,000 34,000	....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	.....

Total Stations on Air 284*

Total Cities with Stations on Air 190*

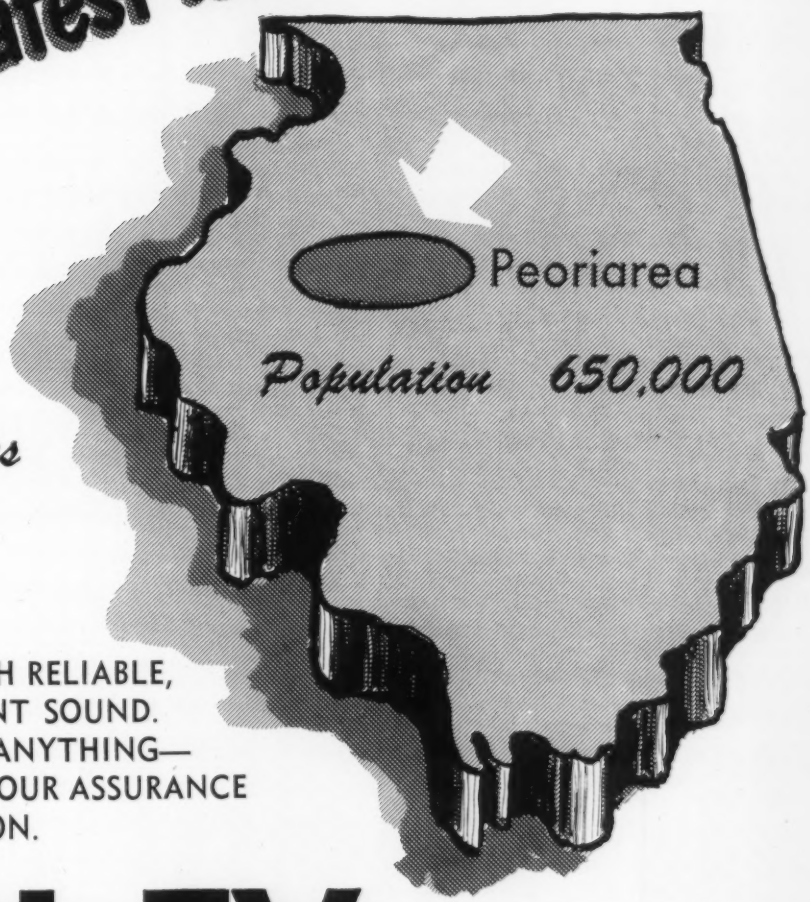
Total Sets in Use 27,379,138

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

LUCKY OLD PEORIA!
"UHF's Greatest Isolated Market."



AIRLINE MILES TO CLOSEST VHF STATIONS

Chicago *140 miles*
Rock Island *85 miles*
St. Louis *160 miles*
Quincy *115 miles*

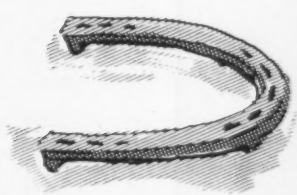
WTVH-TV IS RCA EQUIPPED WITH RELIABLE, CLEAR PICTURES AND EXCELLENT SOUND. WTVH-TV IS READY TO HANDLE ANYTHING—EXPERIENCED PERSONNEL ARE YOUR ASSURANCE AND GUARANTEE OF PRODUCTION.

WTVH-TV

CHANNEL 19 PEORIA

Interconnected and On the Air.

Shows from ABC - CBS - Dumont



Represented by Edward Petry Co.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

Check First

CLEVELAND'S CHIEF STATION

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H - R REPRESENTATIVES

WJW

CLEVELAND'S Chief STATION

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 115.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARIZONA

Yuma, **KIVA** (TV) (11), 3/25/53-Nov. '53, Grant (granted STA Oct. 7).

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-11/15/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-11/1/53.
Corona, **KOWL Bcstg. Co.** (52), 9/16/53—Unknown.
Fresno, **KCAF** (TV) (53), 8/12/53—Unknown.
Los Angeles, KPIX (TV) (22), 12/10/52-Late '53.
Merced, **Merced Tv Corp.** (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial decision 9/18/53.
San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE** (TV) (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, KCOK-TV (27), 4/2/53-11/9/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KLZ-TV (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.
Wilmington, **Delaware Bcstg. Co.** (83), Initial decision 9/15/53.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-11/30/53, DuM.
Fort Myers, **WINK** (TV) (11), 3/11/53-Dec. '53—Weed TV.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Orlando, **Orlando Bcstg. Co.** (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, **WJDM** (TV) (7), 3/11/53-10/25/53, ABC, CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-11/2/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair Tv.

GEORGIA

Augusta, **WJBF-TV** (6), 9/16/53-11/26/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53-11/1/53, Hollingbery.
Savannah, **WTOC-TV** (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, **KTVI** (TV), (9), 1/15/53-Summer '54, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Idaho Falls, KIFT (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN** (TV) (15,) 3/4/53-11/1/53, ABC, McGillvra.
Champaign, **WCIA** (TV) (3), 2/26/53-11/7/53, Hollingbery.
Champaign, **WCUI** (TV) (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **WTLE** (TV) (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **WJOL-TV** (48), 8/21/53-Unknown.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53-11/1/53, Taylor (granted STA Aug. 6).
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/15/53, NBC. Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/31/53, Walker.
Terre Haute, **Wabash Valley Bcstg. Corp.** (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53-Unknown.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53-Fall '53, Hollingbery.
Mason City, **Lee Radio Inc.** (3), 10/14/53-Summer '54, Weed Tv.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-11/15/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), Initial Decision 10/6/53.
Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA Sept. 22).

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KTAG** (TV) (25), 12/18/52-11/1/53, CBS, ABC, DuM, Adam Young.
New Orleans, WCKG (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53, DuM, Belling.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA** (TV) (12), 9/19/53—Unknown.

MAINE

Lewiston, WLAM-TV (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, **WCHS-TV** (6), 7/30/53-12/1/53, NBC, Weed Tv.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, WFMD-TV (62), 10/24/52—Winter 1953.
Salisbury, WBOC-TV (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WBSH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.

PREVIEW of operational plans for WITV (TV) Miami was given television distributors of the area at a luncheon there. The station plans a late-November debut. Its president, Comdr. Mortimer W. Loewi, addressed the meeting. WTVI personnel at the speakers table were (l to r): Wally Stone, national sales manager; Bob Standart, general manager; Comdr. Loewi; Dick Troxel, operations manager, and Bill Latham, chief engineer.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Brockton, **WHEF-TV** (62), 7/30/53—Unknown.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **WGLM** (TV) (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-12/25/53, Walker.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-11/15/53, Raymer.

MICHIGAN

Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-11/1/53, Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54 (granted STA Sept. 29).
Detroit, **UAW-CIO** Bcstg Corp. (62), Initial Decision 10/12/53.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTF** (TV) (28), 7/11/52-Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.
Saginaw, **Booth Radio & Tv Stations Inc.** (51), Initial Decision 9/29/53.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **WJDT** (TV) (3), 8/27/53-12/15/53, NBC, Hollingbery.
Meridian, **WCOC-TV** (30), 12/23/53-Oct. '53.

MISSOURI

Cape Girardeau, **Hirsch Bcstg. Co.** (12), 10/14/53—Unknown.
Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-Nov. '53.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, **KSTM-TV** (36), 1/15/53-10/25/53, ABC, H-R Television (granted STA Aug. 25).
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-11/1/53, CBS, DuM, Weed (granted STA Aug. 11).
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-11/15/53, Meeker.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

NEW MEXICO

Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Santa Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

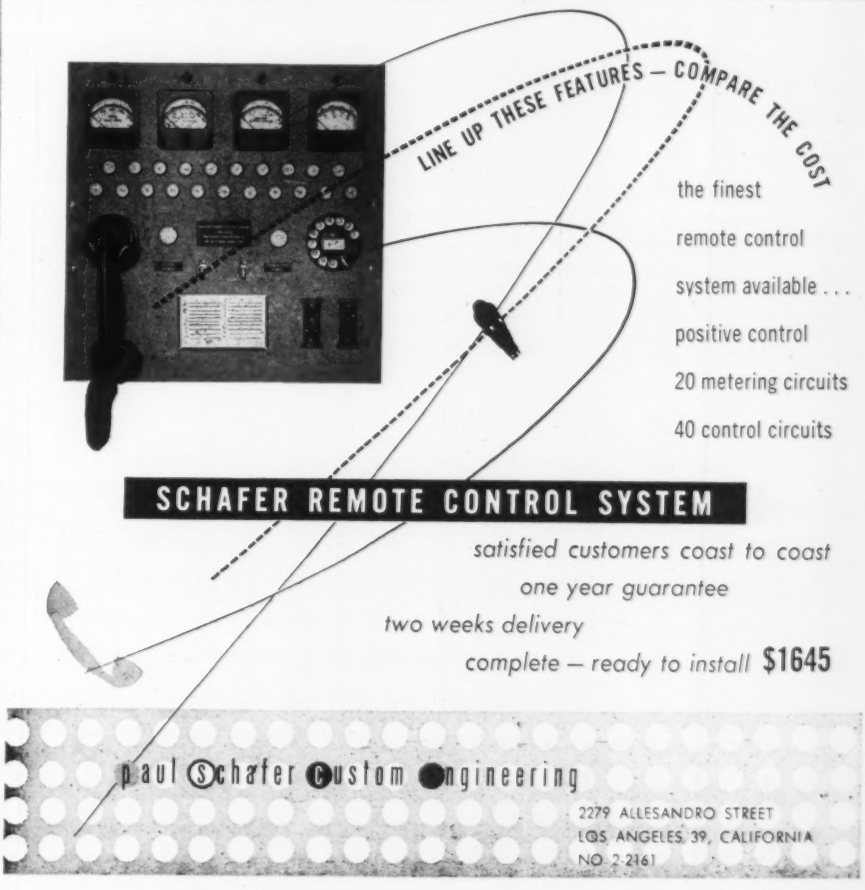
Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WHEC-TV** (10), 3/11/53-11/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-11/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53-1/15/54.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/1/53, Weed Tv.

NORTH CAROLINA

Chapel Hill, **WUNC-TV** (*4) 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Goldsboro, **Goldsboro Tv Corp.** (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-11/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed Tv.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, **KFYR-TV** (5), 3/4/53—Oct. '53, Blair Tv.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.



Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, WIFE (TV) (22), 11/26/52-Fall '53, Headley-Reed (granted STA Oct. 2).
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52—Unknown, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, WSTV-TV (9), 8/12/53-12/1/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KLPR-TV (19), 2/11/53-11/1/53, DuM, Bolling.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, KCEB (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene Tv Inc. (13), 5/14/53—Oct. '53, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53 - Oct. '53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes Tv Co. (35), Initial Decision 9/8/53.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, WLBR-TV (15), 6/26/53-10/25/53 (began tests Oct. 12).
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), Initial Decision 10/2/53.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, WNOW-TV (49), 7/11/52-10/19/53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53-Fall '53, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Columbia, WIS-TV (10), 2/12/53-11/7/53, NBC, Free & Peters.
Greenville, Carolina Tv Inc. (4), 7/30/53—Unknown.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

PUTTING WROL-TV Knoxville on the air Oct. 1, 60 days after it was granted vhf ch. 6, are these men at the transmitter (l to r): J. T. McCloud, vice president in charge of sales for Mountcastle Broadcasting Co., licensee; F. M. Andrews, engineering vice president; W. H. Linebaugh, executive vice president-general manager, and John H. Reese, programming vice president.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Knoxville, WTSK (TV) (26), 3/26/53-10/25/53 (granted STA Sept. 4).
Nashville, WSIX-TV (8), 7/30/53-11/15/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Galveston, KTVR (TV) (41), 11/20/52—Early Fall '53.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID-TV (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, KCEN-TV (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, KRGV-TV (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '53, Walker.
Danville, WBTM-TV (24), 12/18/52-Dec. '53, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cook.
Norfolk, WTOV-TV (27), 7/8/53-11/15/53, ABC, DuM, Forjoe. (Test patterns due Nov. 1).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, WTAP (TV) (15), 2/11/53-10/25/53, ABC, DuM, Forjoe (granted STA Oct. 8).
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, WTRF-TV (7), 4/22/53-10/24/53, NBC, Hollingbery.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/1/53, Hollingbery.
Madison, Wisconsin State Radio Council (*21), 10/7/53—Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42), 12/23/52-late Nov. '53, Clark.
Superior, Ridson Inc. (6), Initial Decision, 9/9/53.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KTVA (TV) (11), 7/30/53-12/15/53. (granted STA Sept. 29).
Anchorage, KTVA (TV) (11), 7/30/-53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

Barr Building • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

Station Authorizations, Applications
(As Compiled By B•T)

Oct. 8 through Oct. 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,468	540	101
CPs on air	20	31	†187
CPs not on air	113	21	246
Total on air	2,488	571	†288
Total authorized	2,601	592	534
Applications in hearing	141	2	152
New station requests	183	5	304
Facilities change requests	143	26	16
Total applications pending	898	94	415
Licenses deleted in Sept.	0	8	0
CPs deleted in Sept.	3	0	5

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

• • •

Am and FM Summary through Oct. 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,496	2,470	136	187	76
Fm	572	547	52	5	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	171	269	440[1]
Educational	8	14	22

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	196	88	284
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	839	337	663	513	1,777[2]
Educational	50		24	26	50[3]
Total	889	337	687	539	1,827[4]

[1] Twenty CPs (6 vhf, 14 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 22 already granted.
[4] Includes 457 already granted.

• • •

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

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ACTIONS OF FCC
New Tv Stations . . .

ACTIONS BY FCC

Orlando, Fla.—Orlando Bcstg. Co. (WDBO), granted vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 330 ft., above ground 370 ft. Estimated construction cost $330,874, first year operating cost $211,552, revenue $376,880. Post office address 30 S. Ivanhoe Blvd., Orlando. Studio location 30 S. Ivanhoe Blvd. Transmitter location 222 Hazard St., Orlando. Geographic coordinates 28° 35′ 18″ N. Lat., 81° 22′ 52″ W. Long. Transmitter GE, antenna GE. Legal counsel George O. Sutton, Washington, D. C. Consulting engineer George C. Davis, Washington, D. C. Principals include President **Harold P. Danforth** (8%), Vice President and Secretary **J. Thomas Gurney** (13%), Vice President **James E. Yarbrough** (8%) and **Mr. and Mrs. J. Thomas Gurney** (15.87%). **George C. Johnston** estate owns 52% of applicant; Meredith Mallory and Addison L. Williams are executors. Grant is subject to condition that no construction be commenced until an application to modify antenna of WDBO is filed and granted. Granted Oct. 14.

Mason City, Iowa—Lee Radio Inc. (KGLO), granted vhf ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost $348,540, first year operating cost $237,600, revenue $240,396. Post office address 12½ Second St., N. E., Mason City. Studio location to be determined. Transmitter location intersection of U. S. 65 and County Road "A." Geographic coordinates 43° 21′ 25″ N. Lat, 93° 12′ 57″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page Consulting Engineers, Washington. Principals include President **Lee P. Loomis** (9.83%), Executive Vice President **Herbert R. Ohrt** (2.67%), Secretary **Donald G. Harrer** (0.16%), Treasurer **Roger Sawyer** (0.16%), Assistant Treasurer **R. N. Rorick** (0.46%), **Ralph Norris** (16.67%), **Laura Lee** (12%), **Elizabeth Norris** (9.06%), **Mrs. James Powell** (5.83%) and **W. Earl Hall** (5%). Granted Oct. 14.

Cape Girardeau, Mo.—Hirsch Bcstg. Co. (KFVS), granted vhf ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 990 ft., above ground 583 ft. Estimated construction cost $163,260, first year operating cost $147,780, revenue $180,099. Post office address P. O. Box 275, Cape Girardeau. Studio and transmitter location 324 Broadway. Geographic coordinates 37° 18′ 25″ N. Lat., 89° 31′ 22″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Oscar C. Hirsch, Cape Girardeau. Principal owner is President **Oscar C. Hirsch** (98.66%). Grant is subject to condition that no construction be commenced pending final FCC decision on petition requesting amendment of Secs. 3.606 and 3.610 of Commission's rules filed by Logansport Bcstg. Corp. (WSAL) on July 10 and is subject to termination by FCC without hearing in event final decision on above petition shall delete assignment of ch. 12 to Cape Girardeau or, subject to such modification of channel assignment without hearing as may be deemed appropriate in event a different channel is substituted for ch. 12 in Cape Girardeau. Granted Oct. 14.

APPLICATIONS

Hatfield, Ind.—Owensboro Pub. Co., vhf ch. 9 (186-192 mc); ERP 211.35 kw visual, 112.85 kw aural; antenna height above average terrain 641 ft., above ground 676 ft. Estimated construction cost $428,500, first year operating cost $300,000, revenue $325,000. Post office address 100-102 E. Third St., Owensboro, Ky. Transmitter location Ind. State Hwy. 66. Geographic coordinates 37° 54′ 04″ N. Lat., 87° 13′ 41″ W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. D. Ring & Associates, Washington. Principals include President **Lawrence W. Hager** (27.2%), president and 40% stockholder WOMI Owensboro, Ky., Secretary-Treasurer **W. Bruce Hager** (16%), vice president and 40% stockholder WOMI, and Vice President **George M. Fuqua** (12%), secretary-treasurer and 20% stockholder WOMI. Filed Oct. 9.

Marquette, Mich.—Peninsula Tv Inc., vhf ch. 5 (82-88 mc); ERP 26 kw visual, 11 kw aural; antenna height above average terrain 466.9 ft., above ground 508 ft. Estimated construction cost $205,945, first year operating cost $180,000, revenue $200,000. Post office address 2625 W. Wisconsin Ave., Milwaukee, Wis. Studio location to be determined. Transmitter location Mich. Hwy. 492, Marquette. Geographic coordinates 46° 31′ 30″ N. Lat., 87° 28′ 57″ W. Long. Transmitter and antenna GE. Consulting engineer D. W. Gellerup, Milwaukee. Principals include President **Jerome Sill** (66%), secretary-treasurer and 25% stockholder WMIL-AM-TV Milwaukee and president-50% stockholder Belle Co., applicant for new tv station on uhf ch. 38 in La Crosse, Wis.; Vice President **Ethel Sill** (1%) and Secretary-Treasurer **Herbert R. Herzberg** (33%), Milwaukee jeweler. Filed Oct. 13.

St. Louis, Mo.—220 Tv Inc., vhf ch. 11 (198-204 mc); ERP 316 kw visual, 189.7 kw aural; antenna height above average terrain 1,009 ft., above ground 998 ft. Estimated construction cost $976,622.62, first year operating cost $1,428,043, revenue

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$1,639,337. Post office address 220 North Kingshighway Blvd., St. Louis. Studio location Lyn Theatre, 3631 Grandel Square, St. Louis. Transmitter location Hampton Ave., between Columbia and Elizabeth Ave., St. Louis. Geographic coordinates 38° 36' 51" N. Lat., 90° 17' 07" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Consulting engineer George C. Davis, Washington. Beneficial owner of all stock is 220 North Kingshighway Inc., hotel operator and former applicant. Principals are **Harold Koplar,** vice president and 45% stockholder 220 North Kingshighway Inc., and Treasurer **William Kopler Shenker,** investments, theatre and hotel owner. Filed Oct. 12.

Near Bloomingdale, N. Y.—Great Northern Tv Inc., vhf ch. 5 (76-82 mc); ERP 3.54 kw visual, 2.48 kw aural; antenna height above average terrain 2751 ft., above ground 940 ft. Estimated construction cost $327,793, first year operating cost $150,000, revenue $190,000. Post Office address 301 Cornelia St., Plattsburgh, N. Y. Studio and transmitter location Morgan Mt., 12 miles NE of Bloomingdale, N. Y. Geographic coordinates 44° 25' 56" N. Lat., 73° 50' 38" W. Long. Transmitter and antenna RCA. Legal counsel Abe L. Stein, Washington. Consulting engineer Lynne C. Smeby, Washington. Principals include President **Joel H. Scheier** (6⅔%), president-general manager and ⅓ interest WIRY Plattsburg, N. Y.; Vice President **Vincent S. Jerry** (33⅓%), vice president and 30% stockholder WIRY; Secretary-Treasurer **John M. Nazak** (0.67%), chief engineer and 3.3% stockholder WIRY, and **Robert J. Duley** (20%), milk products. Filed Oct. 9.

APPLICATIONS AMENDED

Springfield, Ill.—Sangamon Valley Tv Corp. (WTAX) amends application for vhf ch. 2 to change studio location to 217-219 South Seventh St., Springfield. Filed Sept. 30.

St. Louis, Mo.—KWK Inc., (KWK) amends application for vhf ch. 4 to change transmitter location to Rural Area, Avenue H, North of Reavis Barracks Rd., St. Louis; antenna height above average terrain to 1113 ft. Filed Oct. 13.

St. Louis, Mo.—Columbia Bcstg. System Inc. (KMOX) amends application for vhf ch. 4 to specify vhf ch. 11 (198-204 mc); ERP 316 kw visual and 190 kw aural; transmitter location 3500 ft. 79° from intersection of Gravois and Lindberg Blvds., Sappington, Mo.; antenna height above average terrain 1050 ft. Filed Oct. 13.

Durham, N. C.—Durham Radio Corp. (WDNC) amends application for vhf ch. 11 to change antenna height above average terrain to 671 ft. and studio location to Peabody St., Durham. Filed Oct. 7.

Aiken, S. C.—Aiken Electronics Advertising Corp. (WAKN) amends application for uhf ch. 54 to change ERP to 17.4 kw visual and 9.4 kw aural; antenna height above average terrain to 351 ft. Filed Oct. 9.

Forth Worth, Tex.—R. O. Shaffer et al d/b as Fort Worth Tv Co. amends his bid for vhf ch. 10 to specify vhf ch. 11 (198-204 mc). Filed Oct. 7.

APPLICATIONS DISMISSED

Orlando, Fla.—Central Florida Enterprises Inc. granted dismissal of bid for new tv station on vhf ch. 6 at request of applicant. Dismissed Oct. 13.

Mason City, Iowa—Twin States Tv Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Oct. 13.

Cape Girardeau, Mo.—KWK Inc. (KWK St. Louis) granted dismissal of bid for new tv station on vhf ch. 12 at request of attorney. Dismissed Oct. 13.

St. Louis, Mo.—220 North Kingshighway Inc. granted dismissal of bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Oct. 13.

Oklahoma City, Okla.—Independent School Dist. (KOKH) granted dismissal of bid for new noncommercial tv station on vhf ch. 13 at request of applicant. Dismissed Oct. 13.

Existing Tv Stations . . .

ACTIONS BY FCC

KOY-TV Phoenix, Ariz.—KOY Bcstg. Co. granted STA to operate commercially on vhf ch. 10 for the period ending April 27, 1954. Granted Oct. 7; announced Oct. 13.

KIVA (TV) Yuma, Ariz.—Valley Telecasting Co. granted STA to operate commercially on vhf ch. 11 for the period ending Oct. 17. Granted Oct. 7; announced Oct. 13.

KOOL-TV Phoenix, Ariz.—Maricopa Bcstrs. Inc. granted STA to operate commercially on vhf ch. 10 for the period ending April 27, 1954. Granted Oct. 7; announced Oct. 13.

KATV (TV) Pine Bluff, Ark.—Central South Sales Co. granted modification of CP for vhf ch. 7 to change studio location to 100 Williams Rd., near Pine Bluff; antenna height above average terrain 1010 ft. Granted Oct. 9; announced Oct. 13.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. granted modification of CP for uhf ch. 35 to change transmitter location to on Mt. Rafinesque, approximately 2 miles E of northernmost boundary of Troy, N. Y.; change ERP to 214 kw visual and 112 kw aural; antenna height above average terrain 990 ft. Granted Oct. 7; announced Oct. 13.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. granted STA to operate commercially on uhf ch. 22 for the period ending Oct. 12. Granted Oct. 2; announced Oct. 13.

KNUZ-TV Houston, Tex.—KNUZ Tv Co. granted STA to operate commercially on uhf ch. 39 for the period ending Dec. 29. Granted Oct. 8; announced Oct. 13.

KFYO-TV Lubbock, Tex.—Plains Radio Bcstg. Co. granted modification of CP for vhf ch. 5 to change studio location to 908 Avenue J, Lubbock; antenna height above average terrain 850 ft. Granted Oct. 6; anounced Oct. 13.

KTVE (TV) Longview, Tex.—Arlington James Henry tr/as East Texas Tv Co. granted CP to replace expired CP for new tv station on uhf ch. 32. Granted Oct. 8; announced Oct. 13.

KMID-TV Midland, Tex.—Midessa Tv Co. granted modification of CP for vhf ch. 2 to change ERP to 26.3 kw visual and 13.8 kw aural; studio location to Bldg. T-48 Midland Air Terminal; transmitter location to 1 mi. S of City on Tower Rd., Midland; antenna height above average terrain 498 ft. Granted Oct. 6; announced Oct. 13.

WACH (TV) Newport News, Va.—Eastern Bcstg. Corp. granted STA to operate commercially on uhf ch. 33 for the period ending Dec. 4. Granted Oct. 2; announced Oct. 13.

WTOP-TV Washington, D. C.—WTOP Inc. granted CP for vhf ch. 9 to change ERP to 55 kw visual and 27.5 kw aural; change description of studio and transmitter location to 4001 Brandywine St.; antenna height above average terrain 530 ft. Granted Oct. 6; announced Oct. 13.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted STA to operate commercially on uhf ch. 15 for the period ending April 1, 1954. Granted Oct. 8; announced Oct. 13.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. granted modification of CP for uhf ch. 15 to change ERP to 19.5 kw visual and 10.3 kw aural; studio location to 121 W. 7th St. Parkersburg; antenna height above average terrain 572 ft. Granted Oct. 6; announced Oct. 13.

CALL LETTERS ASSIGNED

KCAF (TV) Fresno, Calif.—John Poole Bcstg. Co., uhf ch. 53.

KTHE (TV) Los Angeles, Calif.—U. of S. Cal., Allan Hancock Foundation, noncommercial educational uhf ch. 28. Changed from KUSC-TV.

WOBS-TV Jacksonville, Fla.—Southern Radio & Equipment Co., uhf ch. 30.

WJBF-TV Augusta, Ga. — Georgia - Carolina Bcstg. Co., vhf ch. 6.

WRDW-TV Augusta, Ga.—Radio Augusta Inc., vhf ch. 12.

WRBL-TV Columbus, Ga.—Columbus Bcstg. Co., vhf ch. 4.

WTLE (TV) Evanston, Ill.—Northwestern Tv Bcstg. Corp., uhf ch. 32.

KVOL-TV Lafayette, La. — Evangeline Bcstg. Co., vhf ch. 10. Share-time with KLFY-TV.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co., vhf ch. 10. Share-time with KVOL-TV.

KSLA (TV) Shreveport, La.—Interim Tv Corp., vhf ch. 12.

WJDW (TV) Boston, Mass.—J. D. Wrather Jr., uhf ch. 44.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc., uhf ch. 20.

WUNC-TV Chapel Hill, N. C.—U. of N. C., noncommercial educational, vhf ch. 4.

KSLM-TV Salem, Ore.—Oregon Radio Inc., vhf ch. 3.

WAIM-TV Anderson, S. C.—Wilton E. Hall, uhf ch. 40.

WLAC-TV Old Hickory (Nashville), Tenn.—Life & Casualty Ins. Co. of Tenn., vhf ch. 5.

KVAN-TV Vancouver, Wash. — Vancouver Radio Corp., uhf ch. 21.

APPLICATIONS

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. seeks modification of CP for vhf ch. 3 to change ERP to 55.4 kw visual and 33.2 kw aural; studio and transmitter location to U.S. Hwy 90, 1.3 miles SE of Belleview, Pensacola, Fla.; antenna height above average terrain 577 ft. Filed Oct. 9.

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Tv Co. seeks modification of CP for vhf ch. 11 to change ERP to 18.58 kw visual and 9.29 kw aural; antenna height above average terrain 624 ft. Filed Oct. 7.

WMAC-TV Boston, Mass.—General Teleradio Inc. seeks modification of CP for vhf ch. 7 to change ERP to 316 kw visual and 158.89 kw aural; antenna height above average terrain 480 ft. Filed Oct. 9.

WSTV-TV Steubenville, Ohio—WSTV Inc. seeks modification of CP for vhf ch. 9 to change studio location to Altamont Hill, Steubenville Twp., Ohio. Filed Oct. 9.

WMCT (TV) Memphis, Tenn.—Memphis Pub. Co. seeks modification of CP for vhf ch. 5 to change aural ERP to 60 kw; antenna height above average terrain 1013 ft. Filed Oct. 9.

KBMT (TV) Beaumont, Tex.—Tv Bcstrs. Inc. seeks modification of CP for uhf ch. 31 to change ERP to 18.5 kw visual and 10.0 kw aural; change studio and transmitter location to U. S. Hwy. 90, 1 mile W of Vidor, Tex.; antenna height above average terrain 462 ft. Filed Oct. 7.

New Am Stations . . .

ACTIONS BY FCC

Denver, Colo.—Francisco V. (Paco) Sanchez, granted 1220 kc, 1 kw daytime. Estimated con-

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...tion cost $25,795, first year operating cost ...00, revenue $50,000. Mr. Sanchez is in radio ...ertising, broadcasting and hotel owner. Post ...e address 3036 Elm St., Denver. Granted ...7.

...ne Star, Tex.—Pierce W. Brooks & T. H. ...ham d/b as Lone Star Bcstg. Co. granted ... kc, 500 w daytime. Estimated construction ... $16,570, first year operating cost $24,000, ...enue $46,000. Principals in general partner- ... are Pierce P. Brooks (50%), real estate and ...rance and T. H. Parham (50%), real estate. ... office address c/o Pierce P. Brooks, Na- ...al Bankers Life Ins. Corp., Dallas, Tex. ...ted Oct. 14.

...lleen, Tex.—Highlite Bcstg. Co. FCC desig- ...ed for hearing application for new am station ...050 kc, 250 w daytime. It has not been ...ted as erroneously reported B•T Oct. 5.

APPLICATIONS

...rdova, Ala.—Northern Light Bcstg. Corp., 1450 kc, 250 w, 11am-1pm, 5pm-10pm daily, 5pm-10pm Sunday. Estimated construction cost $7,400, first year operating cost $11,500, revenue $14,500. Applicant corporation is composed of 34 local and professional businessmen. Post office address Box 278, Cordova. Filed Oct. 2.

Near Naples, Fla.—George Dewey Polly, 1270 kc, 1 kw daytime. Estimated construction cost $20,245, first year operating cost $22,780, revenue $36,000. Mr. Polly is in real estate sales and development in Naples. Post office address Motel Tamiami, Naples. Filed Oct. 2.

Elizabethtown, N. C.—Cape Fear Bcstg. Co., (WFNC-AM-FM Fayetteville, N. C.) 1450 kc, 250 w unlimited. Estimated construction cost $8,000, first year operating cost $40,000, revenue $45,000. Applicant has filed bid for uhf ch. 18, Fayetteville, N. C. Principals include President **Theodore K. Weyher** (24.7%), freight agent of Atlantic Coast Line R.R. at Dade County, Fla.; Vice President **Victor W. Dawson** (16.9%), manager of WFNC-AM-FM; **John G. Dawson** (33.8%), Kinston (N. C.) attorney, and **Mary C. Weyher** (24.7%), wife of Theodore K. Weyher. Post office address c/o Victor W. Dawson, P. O. Box 1230, Fayetteville. Filed Oct. 5.

Harlingen, Tex.—John F. Thorwald, 1240 kc, 250 w unlimited. Estimated construction cost $15,400, first year operating cost $44,720, revenue $52,000. Mr. Thorwald is director and minority stockholder Empire Studios Inc., Orlando, Fla.,

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Manager who can sell for new 1000 watt station in Georgia. Will begin operation in late December. All replies will be held confidential. Box 206A, B•T.

Salesmen

Western NBC regional, excellent market, offers radio-minded local salesman opportunity to earn $10,000 plus. Weekly base, $100. against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather (no snow). Box 964X, B•T.

Experienced radio-minded salesman in large and still growing southwestern area with top rated network station. Send full details to Box 164A, B•T.

Experienced salesman wanted. Wonderful opportunity for a young man who fully knows radio time sales and has a proven record. Rich market in Nebraska. Car necessary. Write, wire Box 165A, B•T.

Experienced, aggressive sales-manager for midwest daytime independence. Must know radio. Generous draw against commissions totaling $7,000.-$12,000. yearly. Sales aids and topnotch programming. Forward complete information. Box 189A, B•T.

Immediate opening radio time salesman. $100. guarantee against commission. Contact Manager, KCHJ, P. O. Box 262, Delano, California.

250 watt, fulltime independent wishes to add salesman to present staff. Can be short on experience but not on ambition. Straight salary, minimum $70. Contact KNCM, Moberly, Missouri.

Commercial sales position in thriving county seat independent. Excellent market assures better than average income. $300. monthly draw against 15% commission. Send full details and references first letter. Contact Lynn Thomas, KWRO, Coquille, Oregon.

Announcers

Announcer with at least two years combination experience, news, DJ, with or without first class ticket. Extra pay for ticket. Paid vacation, insurance, sick leave. Midwest. Send all details first letter. Box 72A, B•T.

To an announcer seeking unlimited future. Outstanding opportunity for topnotch news and pop music man. If you think you qualify, reply. Box 105A, B•T.

Ad-libber, madcap wit, "happy" voice, DJ. Funny ad-lib quips about records. Do "bopster" voice, Stan Freberg, Bob and Ray character voices, stage-screen impersonations. Midwest. Single. Box 131A, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 135A, B•T.

Experienced announcer wanted by a western Penna. independent station. Send tapes or discs to Box 181A, B•T.

Two experienced announcers for upper midwest radio-television operation. Above average earnings possible. Send photo, resume of experience. Box 202A, B•T.

Announcer with first phone for 1000 watt metropolitan midwest affiliate. Voice work primary $325.—$350.—44 hours. Send tape and letter to Box 211A, B•T.

Help Wanted—(Cont'd)

CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.

Immediate opening experienced announcer-engineer. $92.50 to start. Contact Manager, KCHJ, P. O. Box 262, Delano, Calif.

Announcer-engineer, first class. Emphasis announcing ability, not experience. Needed immediately. Excellent working conditions, car required. Top pay, permanent position for right man. Tapes returned. Send full resume to Gene Reiff, KCIM, Carroll, Iowa.

Good, experienced, play-by-play sports man. Football, basketball, class A baseball. Needed immediately, our man moved up to the big-time. Send tapes, references, picture, salary requirements. TV sportscast. Program Director, KCSJ, Pueblo, Colorado.

Immediate opening for good morning man at leading CBS station in southwest major market. Opportunity for advancement, pleasant working conditions at station affiliated with television and newspaper. Send audition tape, photo, background resume immediately to Bruce Barnard, KROD, El Paso, Texas.

Experienced newscaster. Send tape and details. KTBS, Shreveport, La.

Experienced announcer: Music-news station in city of 105,000. Must know popular music. Starting salary $300; increases to $330. in two months. Prefer family man interested in our profit sharing plan. Send tape and qualifications to KVSP, Lubbock, Texas.

Combo with hard selling voice. Intelligence, personality, and character are musts. Hard worker can name own salary. WICY, Malone, New York.

Combo man with 1st phone. Experienced on engineering. 40 hour week. Group insurance. Paid vacation. Send tape and letter to WITY, Danville, Illinois.

Immediate opening. Send references, audition, salary requirement WKNA. Charleston, West Va.

Announcer-engineer, first phone. 1000 watt daytime indie. Emphasis on announcing. Operate board. Send tape, photo and references to WLSD, Big Stone Gap, Virginia. Starting salary $75.00.

Experienced announcer. Fulltime MBS affiliate wants good voice and good knowledge records, start $60.00 week. Contact WMGR, Bainbridge, Ga.

Combination announcer-salesman or announcer-copywriter. Good pay, fine future. Background resume, photo, present salary first letter. Send tape. Harry Weaver, Manager, WOKE, Oak Ridge, Tenn.

Staff announcer wanted for radio station with congenial staff. Insurance, hospitalization and vacation. Day shift. Experienced only. Prefer man who can compile and write local news. Contact Charles Melton, WSIC, Statesville, North Carolina.

Experienced announcer for morning shift. $70.00 for 44 hours. WVOP, Vidalia, Georgia. Telephone 3029.

At once, announcer—first phone, or announcer, some experience. WVOS, Liberty, New York.

Technical

Combination man. Prefer actual radio engineering experience with voice for news. Night shift till midnight. Beautiful resort country in northern Minnesota. Write Box 204A, B•T.

Help Wanted—(Cont'd)

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Wanted by established network station in heart of the hunting and fishing area. Chief engineer with some ability as announcer or traffic clerk. Better than average earnings. Permanent position with expanding organization. Box 182A, B•T.

Chief engineer, immediately. 1000 watt directional fulltime. Telephone Herb Nelson, KOKX, Keokuk, Iowa.

Immediate opening. Combo man. Voice important. $280.00 start . . . $320.00 in six months. Resume, references and audition to KSYC, Yreka, Calif.

Engineers with good electronic background, wanted immediately for AM-FM and TV operations. John Willis, Chief Engineer, WAIM, Anderson, South Carolina.

Immediate opening for fulltime first class engineer. AM-FM operation. Desirable working conditions. Full benefits. Call, write or wire Larry Stewart, WDWS, Champaign, Illinois. 6-1855.

First class engineer approx. Nov. 1st. One kw fulltime indie. 40 hour week. Group insurance. Paid vacation. Send resume of experience. WITY, Danville, Illinois.

WSAZ Inc. has openings in microwave radio and TV. Write, wire or call John Clay, Chief Engineer, WSAZ Inc., Huntington, West Virginia.

Experienced, First class transmitter engineers, for 5 kw AM, FM and television, CBS affiliate. TV expansion creates opportunities to join WTOC, Savannah's pioneer station. Write to Kyle E. Goodman, Chief Engineer, WTOC, Savannah, Georgia.

Engineers, some with first phone, needed immediately in AM-TV operation. Union scale to $88.00 per week. WTVH-TV, Peoria, Illinois. Phone Wallace Wurz, 6-5561 for interview.

Immediate openings. First phone men. AM and FM. Experienced or inexperienced. Contact David Prozzo, LU 1292 IBEW, 212 South Jefferson, Peoria, Illinois.

Production-Programming, Others

Midwest. Attractive offer for experienced program director, news editor combination. Top working conditions, paid insurance, vacations. Income based on individual. Send complete details first letter. Box 70A, B•T.

At once experienced female copy writer, some air work. Good pay, paid vacations, insurance, sick leave. Send complete details first letter. Midwest. Box 71A, B•T.

Fulltime copywriter needed for twin network station in Maryland. Woman preferred. Box 180A, B•T.

Immediate opening for young lady who can write good copy, with good voice for 250 watt NBC affiliate. Send sample copy, tape to KAWT, Douglas, Arizona.

Copywriter man or woman for thousand watt fulltime. Telephone Herb Nelson, KOKX, Keokuk, Iowa.

Television

Salesmen

We seek the services of a top flight, experienced sales administrator for our television operations shortly to be opened in the Portland-Vancouver area. Apply in writing, giving all details you would seek were you in our position. Box 92A, B•T.

Salesmen wanted (2). Immediate availability for aggressive men looking for topnotch future in television sales. Our market 28th in nation, provides an excellent opportunity for the right men. Send complete information, first letter. Address replies to James H. Crowley, WTVU, Scranton, Pa.

Production-Programming, Others, etc.

Producer-director immediately for midwest station, 4½ years in operation. Send resume, photo, phone number to Box 150A, B•T.

XUM

Situations Wanted

Managerial

General manager who knows how to produce and does produce wants greater opportunity with permanency. Strong on sales and station administration. Young, aggressive, college graduate. Box 126A, B•T.

Young radio commercial manager, 29, journalism graduate. Would like to re-locate into larger market. Steady, increased sales record. Details by return mail. Write Box 171A, B•T.

Managerial position wanted. 10 years experience in all phases including managerial, and sales, last five years. Prefer midwest market. Presently employed. Box 175A, B•T.

Here's a result getting manager who really knows radio from long experience. Manages, sells, gets maximum returns. Hard worker, fine character and reliable references to prove statements. Reasonable salary and percentage. Prefer single station market. Available quickly. Box 197A, B•T.

Owners—your eastern station in the black on your terms. Two man, multiple purpose, management-operations team. Full data to Box 215A, B•T.

Announcers

Part-time DJ late evening or early AM. Within 100 miles of Chicago. Now employed. Can sell. Box 101A, B•T.

Announcer DJ. Experienced affiliate and indie. Excellent news and commercial delivery, control experience. Syracuse Radio School graduate, married, draft exempt, available immediately. Box 162A, B•T.

Experienced announcer, with first class ticket, available about October 21st. Experience covers all phases. Box 163A, B•T.

Young, versatile, limited experience, disc jockey, news. Good, clear voice. Box 166A, B•T.

One year commercial experience—show biz background—desire move to New England. Strong with music and sports. Fast ad-lib. Box 174A, B•T.

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 183A, B•T.

Score that extra point!! A special radio gal available now!! Disc jockey, women's commentator, continuity script writing, promotion, publicity, public relations, production. You're the winner!! Box 185A, B•T.

Steady staffer, 2 years east kw indie. Studio quiz, emcee-production specialty. Seek improvement, not job change. Sensible offer can be mutually advantageous. Gladly travel for interview. No tapes. No discs. 27, family. Box 186A, B•T.

Announcer, experienced, reliable, single, 26, DJ, news, disc sent upon request. Prefer vicinity Stockton, Calif. Salary no obstacle. Box 187A, B•T.

Newscaster, announcer, DJ, 10 years experience AM, TV. Excellent voice, network calibre. Proven ability. Also write, produce and direct. Major market preferred. Tape, picture and resume upon request. Box 190A, B•T.

Hard hitting salesman-announcer. Prefer southwest or west. Experienced. Box 191A, B•T.

Sincere, mature voice. Staff announcer with convincing technique on commercials. Familiar all phases programming and able to handle board. Steady man, good habits, seeking permanent position. Box 193A, B•T.

Conscientious, versatile announcer featuring sports, limited experience, good potential. Single, veteran, third ticket, travel, resume, tape. Box 195A, B•T.

Announcer-engineer with first—accent on announcing. Strong on news and commercials, personable DJ. Formerly with 10,000 net affiliate prefer northeast. Wife, car, family addition in December. All replies answered. Gloversville 5-1973, Gloversville, New York. Box 203A, B•T.

Sportscaster-newscaster, can double as staff announcer. Background heavy in sports. Married. Wishes to settle in southern California community. Excellent references. Disc and self available immediately. Box 209A, B•T.

Three years experience. Relaxed DJ, news. Employed large market midsouth network affiliate. Prefer northeast city over 75,000. College graduate. 25. Box 213A, B•T.

Situations Wanted—(Cont'd)

Available February, 1954 for west coast, 2½ years experience, 22 years of age. Outstanding in news, chats, announcing. L. L. Brush, 1020 Lawrence, Chicago.

Announcer-experienced: staff, sports. Permanent. Background, resume, audition. Andy Denonn. 169 Columbia Heights, Brooklyn, New York. Main 4-0088.

Announcer, attractive voice, excellent news ad-lib. Interested sales. Tape on request. John Dobbyn, 4137 49th Street, Woodside, New York. Havemeyer 6-9488.

Two announcers school background, some experience. Desires position south. Herbert Ducham, Hawthorne Lane, Burlington, North Carolina.

Announcer news, commercials, sports, board, veteran. Will travel. Experience light. Jack Ferrell, 76 Powell St., Brooklyn, New York.

Colored announcer-DJ. Specialize in commercials and news. Steady, ambitious and progressive, graduate operate board. Resume background and tape. Edward Hall, 4051 South Ellis Avenue, Chicago 15, Ill.

Announcer, experienced, operate control board. Married. Desires position within fifty mile radius of Chicago, if possible. Excellent references. Draft exempt. Eldon Q. Johnson, 115 North Parkside, Chicago.

Announcer-engineer. Strong on pitch. Disc jockey, newscaster, sportscaster. Married with children. Tape and resume on request. Tony Laine, 205 Park Hill Avenue, Yonkers, New York.

Announcer, desires relocation above Mason-Dixon Line. Can do good personality DJ news. Draft exempt. Definite asset to any station. Tom Jeffreys, 31-38 29th Street, Astoria 6, New York.

Announcer, DJ, news, strong sports, top commercial announcer and writer. Control board versatile, ambitious, draft exempt. Free to travel. Tape on request. South or southwest preferred. Melvin Marshall, 307 Eastern Parkway, Brooklyn 16, New York.

Mature, reliable. Will travel. Can handle news, DJ, control board. Resume, tape available. Charlie W. Pratt, 329 Crimmims Ave., New York, New York. MOnthaven 5-4062.

Announcer, married, mature voice, genial personality. Desires permanency. Strong commercials, news, sports. Tape, Resume. Fred Ross, 289 Empire Blvd., Brooklyn, New York. President 3-0549.

Announcer, combo, all phases, DJ, news, special events, strong on commercials, veteran. Dependable, good voice, 3rd phone. Michael Shield, 20 West 26th St., New York City. Telephone Watkins 9-0132.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75.00. Box 315, Rushville, Nebraska, or telephone 286-J.

Technical

Audio engineer, 13 years, 50 kw. Studio and remotes. Single veteran. Union. Car. Musician. Box 106A, B•T.

Technician. Graduate Delehanty School Radio-TV, New York. Second phone, repair experience low power transmitters. Hard, consistent worker, considers all opportunities. Box 176A, B•T.

Available immediately, male, 7 years control room experience, knowledge of FM transmitter. Box 179A, B•T.

Experienced AM engineer with TV training. Available soon. Box 219A, B•T.

Engineer, first class. Age 49. Experienced on AM and FM. Will go anywhere. Available at once. No combo. Box 188A, B•T.

Engineer first phone, two years technical school, seven months AM-FM experience, 18 months electronic experience. Box 198A, B•T.

Production-Programming, Others

3D—program director, morning man, 1st phone. Outstanding voice that ladies love and men admire. Available 2 weeks. Box 972X, B•T.

Situations Wanted—(Cont'd)

Blasted newsman wants radio-active job. Keep me in cigars. Box 160A, B•T.

Trained and experienced writer desires position in independent station—preferably near Washington area. College background, graduate of National Academy of Broadcasting, Washington, D. C. Experience also in production, programming, public speaking, advertising, publicity. Extensive experience with women's groups and programs. Box 161A, B•T.

Young woman looking for interesting opportunity in copywriting and publicity work. Will travel any part of U.S.A. for right opening. Box 177A, B•T.

Many facets—4A agency production, radio and TV continuity, utility and TV promotion, advertising and public relations. Twenty-nine, single, versatile and ambitious. College graduate. Prefers midwest city. Box 217A, B•T.

News director, radio-TV, 10 years experience, now midwest, wishes to relocate east. Box 210A, B•T.

Television

Managerial

General or commercial manager experienced all phases TV operation. Small-large markets. Presently employed. Will accept position on percentage basis. Box 2A, B•T.

Technical

Young TV operations supervisor, first phone, desires location in good midsouth market. References. Box 168A, B•T.

Engineer with approximately 20 years experience including three years TV desires position as a technical director or TV supervisor especially in warm climate. Box 205A, B•T.

Station photographer, experienced all phases; still, movie, darkroom. BA Degree, major, pictorial journalism, age 25, veteran. Duane O. Nielsen, 4210 E Street, Lincoln, Nebraska.

Production-Programming, Others

Film editor, college graduate, Korean veteran. Box 170A, B•T.

TV program director with news coverage and film experience wants to move. Extensive experience in professional theatre, TV and radio production. A slight raise in present salary will do it. Write Box 212A, B•T.

For Sale

Stations

One-third interest in 1000 watt midwest, by station manager who wants to step out. Write Box 167A, B•T.

Rocky mountain: 250 watt. Bills $48,000. Asking only $28,000. Exclusive. Box 178A, B•T.

Midwest, 5,000 watt, fulltime; good money maker, sound investment. Excellent assets, well equipped. Priced less than you could replace physical plant for. Large amount of unfulfilled advertising contracts. Station definitely in the black, but priced for immediate sale. If you're ready to make a deal in a hurry, contact Box 199A, B•T. Terms available.

250 watt daytime AM station top rated specialization station in metropolitan market of southern Florida. Ideal place to live and work. Financing available. Box 207A, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Used VHF transmission line. Good for high or low band. Manufactured by communications products. 842 feet of 6⅛" line. Also bends, reducers, and connectors plus standoff insulations, suspension hangers, messenger cables and all accessories. For complete descriptions and details write Chief Engineer, Box 76A, B•T.

(Continued on next page)

For Sale—(Cont'd)

Power tubes: one new Federal 832-A; four new RCA 827-R; four WL 892 used approx. 5,000 hrs. Will sell at loss. Make offer. Box 91A, B•T.

175 ft. self-supporting Andrews tower now installed on top of hotel building. Any reasonable offer will be considered. Box 117A, B•T.

New TV towers ready for shipment October 15th. Sold only delivered and erected with all equipment. One tower 340 ft. One 360 ft. One tower 400 ft. Guyed type. Box 169A, B•T.

Recording equipment: Four RCA 73B recording lathes with complete auxiliary equipment consisting of four Presto 92A recording amplifiers, two RCA BA4C monitor amplifiers, two Weston UU meters, attenuators, jacks, coils, pads, etc., plus spare replacement parts. Write Box 210A, B•T.

One Collins 20-T transmitter cabinet, and necessary components for three-tower directional operation less remote meters. Also, 400 feet amphenol 21-135, 72 ohm co-ax. Write, wire or call Dexter Ferry, Chief Engineer, KNED, McAlester, Okla.

10 kw AM transmitter, RCA type BTA-10F, with control console complete set tubes and some spares $17,500.00. FOB Duluth. Also approved AM freq. and mod. monitors, ant. terminating and phasing components available. Inquire John M. Sherman, WCCO-TV, Minneapolis, Minn.

Model 606D Magnamite portable recorder with all accessories. Cost $320.00. Used 8 Mo. Sell for $200.00 Also RCA, WM-3A Grating Generator, new, never unpacked, 10% discount. WDAY Inc., Fargo, North Dakota.

Truscon, self-supporting tower, model H-30, 270 feet, dismantled AM-UHF-TV with lights, ready for shipment. Best offer. WOKY-TV, Milwaukee, Wisconsin.

210 ft. guyed tower, galvanized, mfd. by Tower Construction Co., A-3 lighting. Contact WRAY-TV, Princeton, Ind.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone 3-3901.

Wanted to Buy

Stations

Buyer for middlewest 250 to 5,000 watt independent or affiliate station. Full details kept confidential. Box 83A, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

Would like to locate good used 10 kw transmitter. Box 13A, B•T.

1 used RCA 70-C1 or D with BA2C preamplifier or equivalent. Box 19A, B•T.

Raytheon RC-II console new or used. State condition, age, and price. Box 200A, B•T.

One 8 bay FM side mount antenna. Collins or Andrews, to operate on 92.9 MC. KREM, Spokane, Washington.

Good used AM transmitter, 1000 watts complete: FCC approved. Please send complete information first letter and picture if available to Jay Lamb, WPNX, Phenix City, Alabama.

Would be interested in 250 or 1000 watts FM transmitter, monitor, etc. Write, wire to G. Lozano, 1228 Caldwell St. or call 4-6421, Corpus Christi, Texas.

Miscellaneous

An American corporation operating in the Far East with principal offices in Manila has facilities and contacts to represent U. S. firms wishing to do business in publishing, radio or television, such as supplies, film libraries, equipment, features, etc. Box 194A, B•T.

FCC licenses quickly by correspondence. Also new 8-weeks resident class begins November 9. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Radio-TV stations. Purchase, sales, financing. Advertising sales representation in New York area. Donald Hilliard, 1697 Broadway (CBS Building), New York, New York.

Attention: Jan King—please contact me. Don Lee Lee King, Box 51, McChord Air Force Base, Washington.

Miscellaneous—(Cont'd)

Notice is hereby given that Radio Station KVAS, Astoria, Oregon is to be sold pursuant to court order by receiver. Sealed bids are to be received by William R. Ohlmann, Receiver, 612 Commercial Street, Astoria, Oregon on or before 10:00 A. M. November 6, 1953, at which time bids to be opened and station sold, subject to confirmation by court, to highest and best bidder. Station complete and ready for operation.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Announcers

WANTED

Chief Announcer for fast moving local network station. Position now open.

Good Reward Offered

Must have experience for all-around staff duties and be able to exhibit good supervisory ability. Salary open.

If this is you or you know him send full letter audition and photo immediately **to Box 214A, B•T.**

Production-Programming, Others

CONTINUITY WRITER

A seasoned, all-round writer for radio and television by major midwest network affiliate. Send complete details to Box 218A, B•T.

Television

TV JOBS IN FLORIDA

If you are interested in positions as directors, cameramen, announcers, writers, studio and transmitter technicians, film editor, news writers and photographers, set designers, artists and traffic managers; send complete background, salary and photograph in first letter to Box 819X, B•T.

Salesmen

CAN YOU SELL TELEVISION

intelligently in productive, non-competitive, prestige-high market and direct activities of other salesmen? Must have excellent radio or television sales record and references. Offer work with outstanding staff. Fine family and living conditions, good salary and future incentives. Write Box 172A, B•T.

Situations Wanted

17 YEARS RADIO (SOME TV) EXPERIENCE

in management, ownership, sales and business administration, administrative assistant. Aptitude for planning, detail, organization. Relocation desired. Available on demand. Sober family man, excellent record ability and integrity. Seek reasonable offer from good radio and/or TV station. Box 208A, B•T.

Situations Wanted—(Cont'd)

Production-Programming, Others

PROGRAM DIRECTOR-EXECUTIVE. Small market, 25-75,000. 7 years radio, thoroughly experienced administration, programming, client contact. Handle personnel, write top notch copy, correspondence, sales letters. Fair announcer. Football, baseball. B. A. Now PD high-wattage net outlet southeast. Prefer South, southern Midwest, go anywhere. BOX 182A, B•T.

Television

Managerial

TV EXECUTIVE AVAILABLE IMMEDIATELY

As Assistant General Manager, successfully put new television station on the air in large market. Documented proof of outstanding record. As Program Director for key network TV station was responsible for many network shows. Created several network shows, one currently running five days a week. Received awards for local program achievements.

A proven record of six solid years in TV, plus seven more in all phases of radio. A family man, college graduate. At 33, have the youthful capacity for hard work plus the mature experience necessary for top management position. Will consider only good salary plus opportunity for financial growth. Excellent references. Please reply Box 184A, B•T.

Announcers

ROD HUFF

WFBM-TV

Indianapolis

EXPERIENCED TELEVISION ANNOUNCER

Looking for position with accent on personality work

Recommendations

Production-Programming, Others

RUDY BRETZ

VISITING CONSULTANT

TV STAFF TRAINING (Basic or advanced)

PROGRAMMING, PRODUCTION, OPERATIONS

Directing, Camerawork, Film, Lighting, Artwork, etc.

TV Production Specialist for 14 Years

Brochure sent on request — **Croton on Hudson New York**

For Sale

Equipment, etc.

for sale

RCA FIELD SYNC GENERATOR

G.E. FILM CAMERA

both nearly new

KGUL-TV, Galveston, Texas

For Sale—(Cont'd)

FOR SALE

at substantial reduction all new and original packing cases:

1 **P. E.—5-A GE film camera chain**

1 **P. F.—3-C GE slide projector and accessories**

1 **Zoomar Lens**

1 **F. D.—2-B Mike boom and perambulator**

These and several smaller items also for sale are excess equipment acquired when we took over equipment contract of another TV station. WENS, Oliver Building, Pittsburgh 22, Pennsylvania.

Wanted to Buy

Stations

Experienced Broadcaster

interested in purchasing 250 to 1,000 watt station in Eastern or Central time zone. All correspondence will be kept confidential. Box 216A, B•T.

Equipment, etc.

TOWER WANTED

150 feet Self standing

KGUL-TV

Galveston, Texas

Used image orthicon chain. Any make. DuMont preferred. Call 7735 or wire Glen Winter, WNOW-TV, York, Pa.

Miscellaneous

SALES MANAGERS

Top new market with HOUSING HEADLINES, a fast-moving 15-minute transcribed series tailored to suit sales promotion, needs of builders, suppliers. Home buyer problems, household tips, top interviews featured. 13-week series available at low cost. For particulars write to: Radio Director, National Assn. of Home Builders, 1028 Connecticut Avenue, N.W., Washington, D. C.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N.Y. OR 9-2590
Paul Baron, Dir., Radio, TV and Film Div.
Resumes welcomed from qualified people.

Radio & TV
PERSONNEL AVAILABLE
Hoot Associates Agcy.
15 East 40th Street.
New York 16, New York. MU 6-3714.

All personnel ability and aptitude tested by a staff of experienced broadcasters. Registration invited.

producer of motion pictures, radio and tv productions. Post office address 1516 Pine Bluff Ave., Orlando, Fla. Filed Oct. 7.

APPLICATIONS AMENDED

Rogers, Ark.—G. Don Thompson amends application for new am station in 1370 kc, 1 kw daytime to change name of applicant to G. Don Thompson and Leon McAuliffe d/b as Radio Station KAMO. Filed Oct. 2.

Mt. Jackson, Va.—Richard Field Lewis Jr. amends application for new am station on 790 kc, 1 kw daytime to specify studio and transmitter location as on West side of Southern Railway tracks, approximately 2 miles NE of center of Mt. Jackson. Filed Oct. 9.

Existing Am Stations . . .

ACTIONS BY FCC

WEAT Lake Worth, Fla.—James Robert Meachem granted CP to change from 1490 kc, 250 w unlimited to 850 kc, 1 kw unlimited directional and move station from Lake Worth to West Palm Beach, Fla. Granted Oct. 14.

WMOC Covington, Ga.—WMOC Inc. granted request for authority to go off the air for period of 60 days for purpose of reorganization and possible reassignment of license. Granted Oct. 9; announced Oct. 13.

WBUT Butler, Pa.—Eagle Printing Co. granted modification of CP to change power to 250 w daytime. Action Oct. 14.

WITA San Juan, P. R.—Electronic Enterprises Inc. granted CP to change from 1400 kc, 250 w unlimited to 1140 kc, 500 w unlimited. Granted Oct. 14.

STATIONS DELETED

KGBS Har'ingen, Tex.—Harbenito Bcstg. Co. granted request for cancellation of license and deletion of call letters for station on 1240 kc. Firm has bought **KSOX** on 1530 kc, will rename it KGBS. Granted Oct. 9; announced Oct. 13.

WOLN Indianola, Miss.—W. W. Chapman. FCC announced deletion of call letters and forfeiture of CP for new am station on 900 kc, 250 w daytime. Deleted Oct. 2.

CALL LETTERS ASSIGNED

KAVR Victorville, Calif.—Apple Valley Bcstg. Co., 960 kc, 5 kw daytime. Changed from KVRV.

WABR Winter Park, Fla.—Orange County Bcstrs. Inc., 1600 kc, 1 kw daytime.

KCRI Cedar Rapids, Iowa—Cedar Rapids Tv Co., 1600 kc, 5 kw unlimited, directional night. Changed from KCRG.

KMRC Morgan City, La.—Tri-City Bcstg. Co., 1430 kc, 500 w daytime.

WDOG Marine City, Mich.—Radio St. Clair Inc., 1590 kc, 1 kw daytime, directional. Changed from WSDC.

KLIK Jefferson City, Mo.—Empire Bcstg. Co., 950 kc, 5 kw daytime.

KALM Thayer, Mo.—Robert Neathery, 1290 kc, 1 kw daytime.

WBBF Rochester, N. Y.—WARC Inc., 950 kc, 1 kw unlimited, directional. Changed from WARC.

KGBS Harlingen, Tex.—Harbenito Bcstg. Co., 1530 kc, 10 kw night, 50 kw day, directional day. Changed from KSOX.

WAVY Portsmouth, Va.—Portsmouth Radio Corp., 1350 kc, 5 kw, unlimited, directional. Changed from WSAP.

KAYO Seattle, Wash.—Washington Telecasters Inc., 1150 kc, 5 kw day, 1 kw night. Changed from KRSC.

WCEF Parkersburg, W. Va.—Clarence E. Franklin, 1050 kc, 250 w daytime.

APPLICATIONS

KVOE Santa Ana, Calif.—The Voice of the Orange Empire Inc. seeks CP to change from employing directional antenna day and night to directional antenna night only. Filed Oct. 9.

WHCO Sparta, Ill.—Hirch Communication Engineering Corp. seeks modification of CP for approval of antenna, transmitter and studio location as on Hwy. No. 154, about .7 mile W of the west city limits of Sparta. Filed Oct. 9.

WAIN Columbia Ky.—Tricounty Radio Bcstg. Corp. seeks CP to change hours of operation from daytime to unlimited using power of 500 w night on 1270 kc. Filed Oct. 9.

KVIM New Iberia, La.—Queen City Bcstg. Co. seeks Special Service Authorization to operate on 1360 kc, 500 w, from local sunset until 9 p.m. CST for period of six months. Filed Oct. 7.

Lovington, N. M.—David R. Worley tr/as Prosperity Land Bcstg. Co. seeks CP to change from 1050 kc, 250 w to 630 kc with power of 500 w. Filed Oct. 9.

KGAE Salem, Ore.—W. Gordon Allen, John B. Truhan and Justin H. Clark seek CP to increase power from 1 kw to 5 kw. Filed Oct. 12.

APPLICATION AMENDED

WOKE Oak Ridge, Tenn.—Air Mart Corp. amends application for modification of CP (to change hours of operation from daytime to unlimited, using power of 500 w night, directional) to make changes in directional antenna system. Filed Oct. 9.

New Fm Stations . . .

ACTION BY FCC

Tallahassee, Fla.—Fla. State U. granted CP for new educational fm station on ch. 218 (91.5 mc) with power of 10 w. Granted Oct. 6; announced **Oct. 13.**

Existing Fm Stations . . .

ACTION BY FCC

WDAC (FM) Anderson, S. C.—Wilton E. Hall granted CP to change ERP to 52 kw, antenna height above average terrain to 330 ft. Granted Oct. 9; announced Oct. 13.

APPLICATIONS

KNX-FM Hollywood, Calif.—CBS Inc. seeks modification of CP to change ERP to 65.7 kw and antenna height above average terrain to 2870 ft. Filed Oct. 9.

WHAT-FM Philadelphia, Pa.—Independence Bcstg. Co. seeks modification of CP to change to ch. 243 (96.5 mc); ERP 38.2 kw; studio and transmitter location to Conshohocken Ave. and Windemere Ave., Phila.; antenna height above average terrain to 288 ft. Filed Oct. 9.

WOPI-FM Bristol, Tenn.—Radiophone Bcstg. Station WOPI Inc. seeks CP to change ERP to 10 kw. Filed Oct. 9.

STATIONS DELETED

KDTH-FM Dubuque, Iowa—Telegraph Herald granted request to cancel license and delete fm station. Granted Oct. 9; announced Oct. 13.

KHTL (FM) Honolulu, Hawaii—Henry T. Lee. FCC deleted fm station on ch. 222. Deleted Oct. 9

WOWO-FM Ft. Wayne, Ind.—Westinghouse Radio Stations Inc. granted request to cancel license and delete fm station. Granted Oct. 6; announced Oct. 13.

Ownership Changes . . .

ACTIONS BY FCC

KDAS Malvern, Ark.—Malvern Bcstg. Co. granted voluntary relinquishment of positive control by Thomas F. Alford to J. C. Cuffman through sale of 50% interest for $15,624. Mr. Alford retains 49.66% interest. Mr. Cuffman is in lumber and building supplies businesses. Granted Oct. 7.

KROG Sonora, Calif.—Ken Randolph voluntary assignment of license to Brewster E. Ferrel for $11,478.23. Mr. Ferrel is concrete contractor in Modesto, Calif. Granted Oct. 14.

WIND-AM-TV Chicago, Ill.—Johnson-Kennedy Radio Corp. granted voluntary assignment of license to parent company WIND Inc. Johnson-Kennedy Radio Corp. will be liquidated. Principals in WIND Inc. are Wrigley family group (26%), Chicago Daily News (27.7%), John T. Carey (5.5%) and Atlass family group (40.78%). Granted Oct. 9; announced Oct. 13.

WMPA Aberdeen, Miss.—T. A. Richardson, Joe Phillips, Grady Imes and Ben F. Hilbun d/b as Prairie Bcstg. Co. granted voluntary assignment of license to T. A. Richardson, Joe Phillips and Grady Imes d/b as Prairie Bcstg. Co. through sale of 25% interest by Ben F. Hilbun for $8,500. Mr. Richardson will own 50% interest in assignee partnership. Granted Oct. 9; announced Oct. 13.

WBUT Butler, Pa.—Eagle Printing Co. granted assignment of license to J. Patrick Beacom for $21,161.38. Mr. Beacom is president and 98% stockowner of WVVW, WJPB-TV Fairmont and WETZ New Martinsville, W. Va., and president and 40% partner in J. Patrick Beacom & Assoc., applicant for uhf ch. 22 in Clarksburg, W. Va. Granted Oct. 14.

APPLICATIONS

WTCW Whitesburg, Ky.—KY-VA Bcstg. Corp. seeks voluntary transfer of control from Charles F. & Helen H. Trivette to Kenneth J. and Betsy S. Crosthwait through sale of 100 shares of stock to licensee corporation and Crosthwait family for $22,500. KY-VA purchases 95 shares for $21,375; Mr. Crosthwait purchases 5 shares for $1,125. Mr. & Mrs. Crosthwait will now own 51.22%. Filed Oct. 9.

KCMO-AM-FM-TV Kansas City, Mo.—KCMO Bcstg. Co. seeks voluntary transfer of control from Tom L. Evans, Lester E. Cox, Lester L. Cox and Richard W. Evans to Meredith Engineering Co. and Meredith Syracuse Tv Corp. through sale of all stock for $2,000,000. Meredith Engineering licensee of KPNO-AM-TV Phoenix, Ariz., and owner of WOW-AM-TV Omaha, Neb., owns all outstanding stock of Meredith Syracuse Tv, licensee of WHEN (TV) Syracuse Meredith Engineering in turn is wholly owned subsidiary of Meredith Pub. Co. (*Better Homes & Gardens* and *Successful Gardens*). Principals in Meredith Engineering are President E. T. Meredith Jr., vice president and 14.65% owner Meredith Pub. Co., Vice President Fred Bohen, president Meredith Pub. Co. and Secretary-Treasurer Mildred M. Bohen, assistant secretary and 14.65% stockholder Meredith Pub. Co. Filed Oct. 12.

WSKY Asheville, N. C.—Radio Asheville Inc. seeks voluntary acquisition of control by Zeb Lee through purchase of 83 shares held by Mildred L. Bamford individually for $43,575. Radio Asheville purchases and retires 83 shares held by Mrs. Bamford as executrix of her husband's estate for $43,575. Mr. Lee, former owner of 84 shares,

will now be sole owner. Filed Oct. 5.

WJAN Spartanburg, S. C.—Spartanburg Bcstg. Co. seeks voluntary transfer of control from James C. Byrd Jr. to W. Ennis Bray through sale of 50% stock for $16,500. Bray will now be sole owner. Filed Oct. 2.

KVLB Cleveland, Tex.—Harvard Corra Bailes & Theodore Franklin Lott d/b as Cleveland Bcstg. Co. seeks voluntary assignment of CP for new am station on 1410 kc, 500 w unlimited, directional from T. F. Lott to H. C. Bailes. No monetary consideration. H. C. Bailes assumes all of Mr. Lott's obligations in connection with proposed station. Filed Oct. 6.

KXIT Delhart, Tex.—Baird Bishop & Ed Bishop d/b as Dalrad Associates seek voluntary assignment of license to Robert J. and Leonard J. Beller d/b as Dalhart Bcstrs. Consideration is 3 year lease at rental basis of $300 per month. Robert J. Beller (50%) is salesman-announcer KEVA Shamrock, Tex. and Leonard J. Beller (50%), is in farming. Filed Oct. 5.

KLAN Renton, Wash.—Interlake Bcstg. Corp. seeks voluntary transfer of control from Harold E. Ridalls, William L. Simpson & Richard K. Bush to Ralph J. Sanders through sale of all stock for $50,000. Mr. Sanders is president and custodian of Seattle Revival Center Inc., nonprofit religious institution. Filed Oct. 9.

Hearing Cases . . .

INITIAL DECISION

Detroit, Mich.—New Tv, uhf ch. 62. Hearing examiner William G. Butts issued initial decision looking toward grant of application of UAW-CIO Bcstg. Corp. of Mich. for new tv station on uhf ch. 62. Action Oct. 12.

OTHER ACTIONS

Montgomery, Ala.—New tv, vhf ch. 12 FCC announced memorandum opinion and order denying petition by William E. Benns Jr. tr/as Alabama Tv Co. for review and reversal of examiner's ruling denying petition for leave to amend its application for new tv station on vhf ch. 12, which was in consolidated hearing with application of Montgomery Bcstg. Co. seeking the same facilities. Action Oct. 9.

Atlanta, Ga.—New tv, uhf ch. 36 Comr. Frieda B. Hennock granted petition by WGST for dismissal without prejudice of its application for new tv station on uhf ch. 36 and retained in hearing application of WQXI. Action Oct. 6; announced Oct. 9.

KTOE Mankato, Minn.—Minnesota Bcstg. Co. FCC announces order granting motion filed by KTOE for enlargement of hearing issues in the proceeding involving its application for CP to increase nighttime power from 1 kw to 5 kw, operating on 1420 kc, with 5 kw day, directional night. Action Oct. 9.

Detroit, Ferndale, Mich.—New tv, uhf ch. 62. Comr. Frieda B. Hennock granted petition by WEXL Ferndale for dismisal without prejudice of its application for new tv station on uhf ch. 62 and retained in hearing UAW-CIO application. Action Oct. 6; announced Oct. 9.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO-TV) FCC ordered that effective immediately, the STA issued Sept. 23 to operate on vhf ch. 12 is postponed pending final determination by Commission on protest of ch. 16 of R. I. Inc. Action Oct. 8.

KSOX Harlingen, Tex.—Harbenito Bcstg. Co. The Commission announced its memorandum opinion and order of Oct. 7, 1953, granting petition of Harbenito Broadcasting Co., to further postpone the effective date of Commission Order of August 11, 1953, in the proceeding involving application for modification of construction permit and for license of am station KSOX Harlingen, Texas, until 30 days from the final decision of the Court of Appeals for the District of Columbia Circuit on the proposed appeal from such order, provided that petitioner files such appeal within 7 days from release of this order; dismissed petition for stay filed by Roy Hofheinz. Action Oct. 8.

FM Allocation — On petition of WHBS-FM Huntsville, Ala., FCC proposed rule making to amend Revised Tentative Allocation Plan for Class B fm station to add ch. 250 to Huntsville and delete that channel from Birmingham, Ala., and delete ch. 251 from Chattanooga, Tenn. Comments may be filed on or before Nov. 16. Action Oct. 14.

FM Allocation—FCC proposed rule making to amend Revised Tentative Allocation Plan for Class B fm stations to add ch. 239 to Deland, Fla., and delete that channel from Lakeland, Fla. Comments may be filed on or before Nov. 16. Action Oct. 14.

Portland, Me.—New Tv, vhf ch. 13. FCC scheduled for hearing in Washington on Nov. 13 applications of WGAN and Murray Carpenter & Associates for new tv station on vhf ch. 13. Action Oct. 14.

KOAT Albuquerque, N. M.—Alvarado Bcstg. Co. FCC designated for hearing application to change from 1240 kc, 250 w unlimited to 860 kc, 1 kw daytime, 500 w night, directional night. Action Oct. 14.

Hornell, N. Y.—FCC scheduled oral argument in Washington on Nov. 10 in proceeding involving applications of WLEA to change from 1480 kc, 1 kw day to 1420 kc, 1 kw daytime, 500 w night and WWHG to change from 1320 kc, 1 kw daytime to 1420 kc, 1 kw daytime, 500 w night. Action Oct. 12.

Plainfield, N. J., Patchogue, N. Y.—FCC designated for hearing applications of WXNJ Inc., Plainfield for new am station on 1580 kc, 1 kw daytime and WPAC Patchogue to increase power from 250 w to 1 kw on 1580 kc and made WQXR New York party to proceeding. Action Oct. 14.

Atlantic City, N. J., Philadelphia, Pa.—FCC scheduled oral argument in Washington on November 10 in proceeding involving applications of Atlantic City Bcstg. Co. and Press Union Pub. Co. for new am station on 1490 kc, 250 w unlimited and WDAS Philadelphia, Pa., to change from 1400 kc, 250 w unlimited to 1480 kc, 1 kw unlimited. Action Oct. 12.

Durham, N. C.—New Tv, vhf ch. 11. FCC scheduled for hearing in Washington on Nov. 13 applications of WDNC and WTIK for new tv station on vhf ch. 11. Action Oct. 14.

Lawton, Okla., Wichita Falls, Tex.—New Am, 1050 kc. FCC designated for hearing applications of White Radio Co., Wichita Falls and Lawton Bcstg. Co., Lawton, for new am station on 1050 kc, 250 w daytime, with Lawton Bcstg. using directional. Action Oct. 14.

Portland, Ore.—St. Johns Bcstg. Co. FCC designated for hearing application for new am station on 860 kc, 500 w daytime. Action Oct. 14.

Milton, Pa.—New Am, 990 kc. FCC designated for hearing application of West Branch Community Bcstg. Co. for new am station on 990 kc, 250 w daytime and made WILK Wilkes-Barre party to proceeding. Action Oct. 14.

Beaumont, Tex.—New Tv, vhf ch. 6. FCC scheduled oral argument in Washington on Nov. 10 in proceeding involving applications of WTRM and KFDM for new tv station on vhf ch. 6. Action Oct. 12.

Killeen, Tex.—Highlite Bcstg. Co. FCC designated for hearing application for new am station on 1050 kc, 250 w daytime. Action Sept. 30.

Charlestown, W. Va.—New Tv, vhf ch. 8. FCC scheduled for hearing in Washington on Nov. 13 applications of Capital Tv Inc. and WCHS for new tv station on vhf ch. 8. Action Oct. 14.

Routine Roundup . . .

October 9 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Annie Neal Huntting

KFBC Cheyenne, Wyo., Frontier Bcstg. Co.—Examiner continued hearing in proceeding re application of KFBC from Nov. 16 to Nov. 17, 1953 (examiner has another proceeding previously scheduled for hearing on same date) (Docket 10480; BMP-5864).

By Hearing Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Stark Telecasting Corp., Tri-Cities Telecasting Inc., Canton, Ohio—By memorandum and order, ordered, pursuant to Sec. 1.843 of rules, that Aug. 20, 1953, order, as modified at further hearing conference on Sept. 25, 1953, shall control subsequent course of hearing in proceeding for ch. 29 at Canton (Docket 10272; BPCT-264, et al) (Action 10/6).

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—Examiner continued hearing conference in proceeding for ch. 11 at Little Rock, from Oct. 12 to Oct. 15, 1953, in Washington, D. C. (Docket 10610; BPCT-1057) (Docket 10611; BPCT-1740) (Action 10/8).

United Bcstg. Co., WJW Inc., Cleveland, Ohio—Examiner continued hearing conference in proceeding for ch. 19 at Cleveland, Ohio, from Oct. 12 to Oct. 15, 1953, in Washington, D. C. (Docket 8650; BPCT-216) (Docket 8742; BPCT-250) (Action 10/8).

By Hearing Examiner Hugh B. Hutchison

Robert W. Rounsaville, Atlanta, Ga.—Granted petition for leave to amend tv application for ch. 36 at Atlanta (Docket 10676; BPCT-1513) re financing of proposed station (Action 10/2).

Taylor Radio & Television Corp., Wichita, Kan.—Granted petition for extension of time from Oct. 5 to Oct. 15 to file initial affirmative Proposed Findings: Nov. 5 to Nov. 16 to file Supplemental Proposed Findings and Conclusions; and Nov. 20 to Dec. 1, 1953, to file Rebuttal Proposed Findings in proceeding re its tv application (ch. 3) (Docket 10260; BPCT-946, et al) (Action 10/5).

By Hearing Examiner William G. Butts

Woodward Bcstg. Co., Detroit, Mich.—Granted petition of Sept. 21, 1953, insofar as it requests leave to amend Sec. V-C, and Sec. V-C submitted Oct. 1 and Engineering Exhibit submitted Sept. 21, 1953, were accepted; denied in other respects Docket 10661; BPCT-1418) (Action 10/5).

Upon agreement of parties, further conference was held in this proceeding on Oct. 8 (Action by notice of 10/6).

Royal Oak Bcstg. Co., Ferndale, Mich.—Dismissed motion for leave to amend its tv application (ch. 62) to show change in its corporate name (Docket 10662; BPCT-725) (Action 10/7).

By Hearing Examiner Elizabeth C. Smith

Portland Television Inc., Portland, Ore.—Granted petition for extension of time from Oct. 5 to Oct. 19, 1953, to file proposed conclusions and objections to findings in proceeding re its tv application for ch. 8 (Docket 10245; BPCT-956, et al), and time for filing answers to proposed conclusions was extended from Oct. 15 to Oct. 29, 1953 (Action 10/1).

WIRL Television Co., Peoria, Ill.—Denied petition for indefinite continuance of hearing now scheduled for Oct. 12 in proceeding re its application for CP for new tv station on ch. 8 (Docket 10542; BPCT-702, et al) (Action 10/7).

By Hearing Examiner James D. Cunningham

WCAX Bcstg. Corp., Colonial Television Inc., Montpelier, Vt.—Corrected order was issued in this proceeding for tv ch. 3 to show correction made Sept. 30, 1953, so as to include denial of petition filed Sept. 15, 1953, by Colonial Television Inc. The original order of Sept. 15, 1953, actually involved disposition of petitions of Sept. 14 and 15, 1953.

By Hearing Examiner H. Gifford Irion

WVCH Chester, Pa., James M. Tisdale—Notice is given that hearing in this proceeding (Docket 10089; BP-8100) heretofore continued indefinitely by order dated March 16, 1953, will commence at 10 a.m., Nov. 9, 1953, in Washington, D. C. (Action 10/2).

Chief, Broadcast Bureau—Upon agreement of parties, granted petition for extension of time to Oct. 12, 1953, to file reply to proposed findings in proceeding re applications of Versluis Radio & Television Inc., Muskegon, Mich., for CP for new tv station on ch. 35 (Docket 10442; BPCT-1208) and for mod. CP (Docket 10644; BMPCT-1140) (Action 10/6).

Versluis Radio & Television Inc., Muskegon, Mich.—Granted request for corrections in various respects to transcript of testimony in Dockets 10442; 10644 (Action 10/7).

Gulf Coast Bcstg. Co., Corpus Christi, Tex.—Granted request for continuance of hearing from Oct. 16 to Oct. 19, 1953, in proceeding re its application and that of Baptist General Convention of Texas for CPs for new tv stations on ch. 6 in Corpus Christi (Docket 10559; BPCT-723, et al) (Action 10/8).

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Granted petition for leave to amend its application for CP for new tv station on ch. 3 by revising and bringing up to date certain financial data therein (Docket 10289; BPCT-621) (Action 10/5).

Latrobe Bcstrs., Latrobe, Pa.—Notice is given that hearing in this proceeding will commence with conference on Dec. 3, 1953, at 10 a.m., in Washington, D. C. (Docket 10428; BP-8073) (Action 10/6).

South Central Bcstg. Corp., Evansville Television Inc., On the Air Inc., WFBM Inc., Evansville, Ind.—Ordered that conference which was scheduled for Oct. 6 be continued to date to be set later, and that hearing which was to be held on Oct. 12, 1953, is also continued to date to be set later (Action 10/6); ordered that further hearing conference is scheduled for Oct. 12, 1953, in Washington, D. C. (Action 10/8).

By Hearing Examiner Thomas H. Donahue

South Jersey Bcstg. Co., Camden, N. J.—Grant-

Florida
$100,000.00

A successful large market independent that is ideal for one or two owners. Return under present absentee ownership exceeds 30%. Financing arranged.

West Coast
$150,000.00

Profitable regional facility with excellent coverage of one of the country's outstanding major markets. Excellent plant and equipment. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

ed petition to amend its tv application (Docket 10657; BPCT-1522), to substitute new trans. and ant. and make attendant changes in construction cost estimates.

By Hearing Examiner H. Gifford Irion

Gave notice that further hearing conference will be held on Friday, Oct. 16, 1953, in re applications of Superior Television Inc., KEYS-TV Inc., and K-Six Television Inc., Corpus Christi, Tex. This will not affect date for commencement of taking testimony scheduled for Oct. 26, 1953 (Docket 10556, et al).

October 9 Applications

ACCEPTED FOR FILING

Modification of CP

KGAL Lebanon, Ore., Linn County Bcstg. Co.—Mod. CP (BP-8223) as mod., which authorized change in frequency, hours of operation and installation of directional ant. for day and night use, for extension of completion date. (BMP-6332).

WKAT-FM Miami Beach, Fla.—Mod. CP (BPH-1701) which reinstated BPH-492 as mod., which authorized new station, for extension of completion date. (BMPH-4855).

WFBE (FM) Flint, Mich., Flint Board of Education—Mod. CP (BPH-1815) which authorized change of frequency from non-commercial educational fm station to Class B commercial, for extension of completion date. (BMPH-4853).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BPH-1743) as mod., which authorized new station, for extension of completion date. (BMPH-4854).

WFBM-TV Indianapolis, Ind., WFBM Inc. —Mod. CP (BPCT-807) which authorized changes in facilities of existing station, to extend completion date to 5-4-54. (BMPCT-1453).

WAFB-TV Baton Rouge, La., Modern Bcstg. Co. of Baton Rouge Inc.—Mod. CP (BPCT-1682) which authorized new station, to extend completion date to 3-29-54. (BMPCT-1457).

WNBF-TV Binghamton, N. Y., Clark Assoc. Inc.—Mod. CP (BPCT-770) as mod., which authorized changes in facilities of existing station, for extension of completion date. to 5-6-54. (BMPCT-1455).

WGLV (TV) Easton, Pa.—Easton Pub. Co.—Mod. CP (BPCT-261) as mod., which authorized new station, to extend completion date to 4/1/54. (BMPCT-1456).

WCRS-TV Greenwood, S. C., Grenco Inc.—Mod. CP (BPCT-1536) which authorized new station, to extend completion date to 6/8/54. (BMPCT-1454).

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Mod. CP (BPCT-1388) which authorized new station, to extend completion date to 4/11/54. (BMPCT-1458).

WMRE Monroe, Ga., Walton Bcstg. Co.—Mod. CP (BP-8639) which authorized new station, for approval of ant., trans., and studio location. (BMP-6328 resubmitted).

WITY Danville, Ill., Vermilion Bcstg. Corp.—Mod. CP (BP-7114) which authorized new station, for extension of completion date. (BMP-6327).

WNEW New York, N. Y., WNEW Inc.—Mod. CP (BP-4309) as mod., which authorized increase in power, installation of new trans. and change from employing directional ant. for day and night to directional ant. night only, for extension of completion date. (BMP-6329).

WIEK Scranton, Pa., Scranton Radio Corp.—Mod. CP (BP-7184) which authorized new station, for extension of completion date. (BMP-6330).

WTVI (TV) Belleville, Ill., Signal Hill Telecasting Corp.—Mod. CP (BPCT-1381) as mod., which authorized new station, for extension of completion date to 5/1/54. (BMPCT-1448).

WTVO (TV) Rockford, Ill., Wennebago Television Corp.—Mod. CP (BPCT-1052) as mod., which authorized new station, to extend completion date to 2/24/54. (BMPCT-1447).

License to Cover CP

WAGA-FM Atlanta, Ga., Storer Bcstg. Co.—License to cover CP (BPH-1853) which authorized changes in station. (BLH-925).

WAFM(FM) Birmingham, Ala., The Television Corp.—License to cover CP (BPH-1875) which authorized changes in station. (BLH-924).

Remote Control

Following stations request to operate transmitters by remote control:

WJLK-FM Asbury Park, N. J., Asbury Park Press Inc. (BRCH-56); WGNC-FM Gastonia, N. C., Catherine T. McSwain (BRCH-75); WFRL Freeport, Ill., Freeport Bcstg. Co. (BRC-197); WAML Laurel, Miss., New Laurel Radio Station Inc. (BRC-198); WBRM Marion, N. C., Lake City Bcstg. Corp. (BRC-196).

Renewal of License

Following stations request renewal of license:

WKWF Key West, Fla., John M. Spottswood (BR-1229); KTIL Tillamook, Ore., Tillamook Bcstg. Co. (BR-1650); KLVL Pasadena, Tex., Felix H. Morales (BR-2488); KUOA-FM Siloam Springs, Ark., KUOA Inc. (BRH-189); KRE-FM Berkeley, Calif., Central Calif. Bcstrs. Inc. (BRH-387); KRED (FM) Eureka, Calif., Redwood Bcstg. Co. (BRH-330); KRFM (FM) Fresno, Calif., Calif. Inland Bcstg. Co. (BRH-622); KARM-FM Fresno, Calif., KARM, The George Harm Station (BR-449); KFOX-FM Long Beach, Calif., Nichols & Warinner Inc. (BRH-637); KECA-FM Los Angeles, ABC (BRH-593); KFSD-FM San Diego, Airfan Radio Corp. (BRH-260); KDFC (FM) San Francisco, Sundial Bcstg. Corp. (BRH-706); WMAL-FM Washington, Washington Radio Inc. (BRH-247); WTAM-FM Cleveland, NBC (BRH-439); WSTP-FM Salisbury, S. C., Piedmont Bcstg. Corp. (BRH-480).

APPLICATIONS RETURNED

Renewal of License

KSJO-FM San Jose, Santa Clara Bcstg. Co.—Renewal of license.

CP to Change Hours

WTAQ LaGrange, Ill., The LaGrange Bcstg. Co.—CP to change hours of operation to unl., using power of 500 w and installation of directional ant. for night use only and change trans. and studio location.

October 12 Applications

ACCEPTED FOR FILING

Modification of CP

WKBV Richmond, Ind., Central Bcstg. Corp.—Mod. CP (BP-8518) which authorized change trans. and studio location and install new ant. system for extension of completion date. (BMP-6333).

Renewal of License

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Renewal of license. (BR-2064 resubmitted).

APPLICATION RETURNED

Renewal of License

KOBK Owatonna, Minn., Owatonna Bcstg. Co.—Renewal of license. (BR-2548).

October 13 Decisions

BY THE BROADCAST BUREAU

Actions of October 9

Granted License

KTRN Wichita Falls, Tex., Texoma Broadcasting Co.—Granted license to use composite trans. as auxiliary for daytime use, alternate-main for nighttime use, at present location of main trans., to operate on 1290 kc, 1 kw, DA-N; condition (BL-5106).

Modification of CP

WHBF-TV Rock Island, Ill., Rock Island Broadcasting Co.—Granted Mod. CP to change type trans., install power amplifiers and make other equipment changes; ant. 370 ft. (BMPCT-1428).

The following were granted Mod. CP's for extension of completion dates as shown:

WNBF-TV Binghamton, N. Y., to 5-6-54; WAFB-TV Baton Rouge, La., to 3-29-54; WGLV Easton, Pa., to 4-1-54; WFBM-TV Indianapolis, Ind., to 5-4-54; WFBE Flint, Mich., to 10-15-53.

Actions of October 8

Modification of License

KMAK Fresno, Calif., The McMahan Co.—Granted mod. license to change name to McMahan Broadcasting Co. (BML-1560).

Modification of CP

WMDL Meyersdale, Pa., WJAC Inc.—Granted mod. CP for approval of ant., trans. location; condition (BMP-6263).

The following were granted Mod. CP's for extension of completion dates as shown:

WIUC Urbana, Ill., to 5-15-54; WTVI (TV) Belleville, Ill., to 5-1-54.

FCC Ruling to Further Expedite Tv Hearings

(*See story*, GOVERNMENT)

FCC Oct. 14 announced additional changes in its policies designed to expedite the completion of comparative hearing cases involving applications for new broadcast stations—am, fm and tv.

Additional data concerning the proposals involved in the hearings will be required of each applicant prior to the commencement of the hearing. This will facilitate the work of the examiner and parties at the opening hearing conference in arriving at the points upon which the various parties will rely.

Hereafter, each pre-hearing letter sent an applicant for a new broadcast station pursuant to Section 309 (b) of the Communications Act will include the following paragraph:

In the event that your application is designated for hearing you are hereby requested pursuant to Section 308(b) of the Communications Act of 1934, as amended, to file a written statement signed under oath, setting forth the detailed supplementary material described on the attachment hereto. This material, which must be consistent with and in support of your application, must be filed not later than 15 days prior to the scheduled date of hearing.

A copy of the attachment referred to in the above paragraph is annexed to this Public Notice. The additional information required concerns background and experience of the applicant, proposed programs, equipment, management and staffing, and estimated expenses.

Attachment

1. *Background and Experience:* Furnish a brief description of the background and experience of all members of the applicant (other than staff members) including their length of residence in the community in which the proposed station is to be located; their civic and community activities; and the extent to which they will participate in the day-to-day operation of the proposed station.

2. *Programs:* (a) Describe each of the non-network programs contained in the program schedule for the proposed typical week (Program schedule required by Section IV, Part 1 of F.C.C. Form 301). Indicate the classification in which each such program is included in the statistical data required under Section IV, Part 1 of F.C.C. Form 301.

(b) State the steps that have been taken, such as special studies, consultation with local officials, organizations, etc., to ascertain the community needs reflected in your program proposal and the availability to you of the local programming sources that you contemplate using.

3. *Studio and Auxiliary Broadcast Equipment:* List the major studio equipment and auxiliary broadcasting equipment to be used in providing the proposed program service.

4. *Studio Facilities:* Furnish information concerning the studio facilities which are proposed showing particularly the arrangement and dimensions of proposed studios and control rooms.

5. *Management and Staffing:* State how you propose to staff your station operation with reference to activities such as: engineering, programming, news and special events, public affairs, sales, promotion, and administrative, etc. Show the personnel assignment schedules, if any, for non-network programs in the proposed typical week.

6. *Estimated Budget:* Submit your estimated budget for the first year of operation; for example, salaries of personnel in engineering, programming, sales, news and special events, advertising and promotion, general administration; general administration expenses and programming expenses, such as cost of talent, news service, music license fees, film costs, etc.

7. *Such other data* as the examiner may specify in the light of the issues of the particular case.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS • RADIO STATIONS
50 E. 58th St.
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editorials

Dollars and Censuses

AN energetic and wholly commendable effort appears to be shaping up among business groups to bring about a restoration of government funds needed for the important U. S. census of business.

It is an effort which the radio and television businesses ought to support with every means at their disposal.

As it stands now, the next business census due to be taken next year will be an inadequate substitute for the comprehensive survey that heretofore has been conducted every five years.

The economy-minded Congress cut the business census appropriation from the $10 million that the Census Bureau had requested to a comparatively scanty $1.5 million. At that figure only spot checks and slightly educated guesses can be made.

Without the detailed, city-by-city, county-by-county, state-by-state information that a real business census produces, the advertising industry will be severely handicapped. For it is from the business census that marketing plans can be drawn, that retail sales can be discovered and projected, that much of the basic information needed to conduct intelligent campaigns can be obtained.

Congress has business on its side in its general determination to cut useless spending, but in this case it cut too far. Chances are Congress can be persuaded to restore the business census budget if those who understand its importance make an effort to be heard.

High Court Looks at 'Giveaways'

ONE of the strangest lawsuits of all time is going to be reviewed by the nation's highest tribunal—the four-year effort of the FCC to ban radio and television giveaway programs as lotteries.

The case is strange because we believe that if the FCC, as presently constituted, were called upon to decide on the legality of giveaway programs, it would agree hands-down to do nothing about them. The FCC which sought to ban these programs acted with only four of its seven members present, and one (Comr. Hennock) strongly dissented. This deed was done Aug. 18, 1949. Presiding was the then Acting Chairman Paul A. Walker. Absent were the then Chairman Wayne Coy, Comr. Robert F. Jones, and the then commissioner and now Chairman, Rosel H. Hyde.

The case is bizarre for other reasons. Those three commissioners, goaded by an aggressive legal staff, had trifled with the Constitutional guarantees, the courts, the Department of Justice (which didn't join with the FCC in the appeal), the Post Office Department, which previously had approved the same "giveaways," and the will of the people, who happened to like the programs.

The FCC "majority" had ruled that effective Oct. 1, 1949, licenses of stations carrying the particular network giveaway programs would not be renewed. The contention was that these programs were lotteries because of the time and attention given them by the public and that this constituted "consideration."

But three networks (ABC, CBS, NBC) appealed to a statutory three-judge court in New York, which overruled the FCC. It was from this ruling that the FCC (under the Fair Deal) appealed to the Supreme Court, which last Monday agreed to take a look.

We wonder whether Attorney General Herbert Brownell, as the chief government lawyer, would today acquiesce in such an appeal. Would FCC Chairman Hyde (who didn't vote in 1949) and the new members of the FCC even entertain the lottery issue? And we wonder whether Comrs. Webster and Sterling, who voted originally with Acting Chairman Walker, would vote the same way.

Be that as it may. The case is before the highest court. The FCC is not likely, at this late date, to seek dismissal. We do not know whether the Department of Justice would intervene *against* the FCC. Attorney General Brownell has demonstrated that he isn't wedded to litigation instituted against business by the previous administration. He might decide to oppose the FCC, as he threatened to do in another case on procedure to be followed in invoking Section 309 (c) of the Communications Act, where a showing of economic interest is adequate to get an FCC hearing.

Lest we be misunderstood, we reiterate the position we have taken from the start. We are opposed to money and prize giveaway programs as parasitic and undesirable. We believe they are used artificially to stimulate audience and ratings. We believe, moreover, that as long as manufacturers can get free air credits by donating merchandise, they won't buy time. We believe these programs violate the commercial time limitations of the radio and tv codes.

But these are problems for the broadcast media to handle. The FCC, by whatever tortured definitions it may use, can't make them lotteries. If there is suspicion that they do contravene the law, it is the function of the Department of Justice, under the criminal code, and not the FCC, to prosecute them.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Miss Laverve, our sponsor has come up with what I think is a very reasonable suggestion!"

Programs constitute the editorial content of radio and television. They thus fall within the purview of the First Amendment, guaranteeing freedom of the press and of speech. This is forbidden territory to the FCC. The lower court held, by a 2-1 split, that the FCC's proposed rule constituted a form of "censorship."

We do not think the Supreme Court should waste its time hearing arguments in what seems to be an open-shut case. But it might be just as well to have the issue settled, once and for all time, by the court of last resort.

Unsportsmanlike Sports

AS IS true in all heated controversies, clear thinking is not predominating in the constantly worsening relationship between sports promoters and radio-television interests.

On the promoters' side, the fear of dwindling gate receipts has rendered most sportsmen insensible to even the soundest evidence that the fear is groundless. They occupy the irreconcilable positions of wanting to protect the gate and coincidentally gouge radio and television for rights to broadcast.

Understandably, broadcasters are not universally clear-headed either. Some of them have publicly claimed that the broadcast media have an inherent right of access to sporting events, as though sporting events were not commercial enterprises but public institutions like the government.

The extremes of misunderstanding on both sides are most unfortunate. It would be to the advantage of both if blood pressure could be brought down to manageable levels.

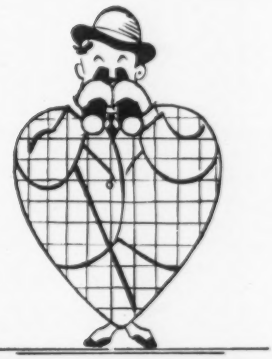
Take the case of the attempt last month by the International Boxing Club to restrict broadcast coverage of the Rocky Marciano-Roland LaStarza championship fight to 75-word summaries of the action after every three rounds. These summaries were to be prepared from blow-by-blow reports carried by the wire services. Newspapers could print the blow-by-blow accounts, but radio and television couldn't broadcast them.

The silliness of that order was best illustrated by a New York court's refusal to uphold it. It is to the credit of WOV New York, whose Italian-language audience was particularly interested in the Marciano-LaStarza fight, that the attempt of the IBC to reinforce its order with an injunction was beaten.

However, it must be pointed out that the court sustained the IBC's right to prohibit radio from re-creating the fight as though it were an on-the-scene broadcast. Last week WOV filed an amended answer to the IBC's injunction action requesting the court to remove all restrictions against broadcast use of legally-obtained news, i.e., from wire services.

WOV and its able manager, Ralph N. Weil, showed the good sense that is customarily associated with that station in recognizing that radio should be given the same privileges as the press to use wire service information any way it wants to and also in recognizing that radio cannot go beyond that point in its demands for access to privately-operated and wholly commercial sports spectacles.

LISTENING POST



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